

FEB 18 1934

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

VOL. CXXV

FEBRUARY 17, 1934

NO. 7

PRIVATE WORLDS

"THERE has never been a hospital novel to compare with this. A truly superb piece of work. Not in years have I enjoyed a novel as profoundly."

GERTRUDE ATHERTON

WE ARE staking a preliminary advertising appropriation of \$5,000 on our belief in the sales possibilities of this great novel. To be published March 28 at \$2.50.

HOUGHTON MIFFLIN CO.

Phyllis Bottome

A POWERFUL NOVEL OF ADVENTURE AND DISASTER AT SEA



by **HEINRICH HERM**

translated by Margaret Goldsmith

This remarkable novel is a "melodrama with philosophical overtones." It is a thriller and a shocker of the most amazing kind.—It concerns a group of people caught up together on board a foundering ship. Only one passenger knows the truth; and to him the captain entrusts the task of allaying the suspicions of the other passengers for three days until help can arrive. The reactions and inter-reactions of luxurious women, the crew, the steerage passengers and the rest are skillful, challenging and true. The denouement is unpredictable; the suspense is terrific.—Here, unquestionably, is a great writer and a great book. Coming March 15, \$2.50 FARRAR & RINEHART

ADVANCE INFORMATION

SECRET SERVICE OPERATOR 13, by Robert W. Chambers.

Since its serialization in *Cosmopolitan*, innumerable inquiries have been received, and interest will be well kept up when M.G.M. releases the talking picture version. Dealing with the romance of two enemy spies in the Union and Confederate secret services, it exceeds all the author's previous work in love interest and excitement. Color posters. Imprint postcards. Ready March 2. \$2.50

PAGE MR. POMEROY, by Elizabeth Jordan. Another

of this author's consistently high selling and renting novels--a blend of mystery and romance. Plot hinges on the kidnapping of a young captain of industry by some impoverished Russian aristocrats. Ready March 2. \$2.00

MAGIC VALLEY, by Margaret Bell Houston. This mod-

ern love story, set against the background of the "Magic Valley" of the Rio Grande, will sell and rent especially well to average women readers. It is pleasant, entertaining, and sentimental without excess. Ready March 16. \$2.00

THE LUCK OF THE ROAD, by Ruth Sawyer. About a

vagabonding group of "good companions" who courageously defied the depression by setting out on the open road. Tonic fiction with a cheering philosophy. Especially suited to the middle-aged and elderly average woman reader. Ready March 16. \$1.50

DARK POSSESSION, by Alice Alison Lide and Margaret

Alison Johansen. This first novel, by two writers of unusual promise, is a powerful story of the American soil, with a background of colonial Virginia, its planters, its women, its devil-worshipping negroes. A serious, literary work. Ready April 6. \$2.00

THE SPORTING GESTURE, edited by Thomas L. Stix. An

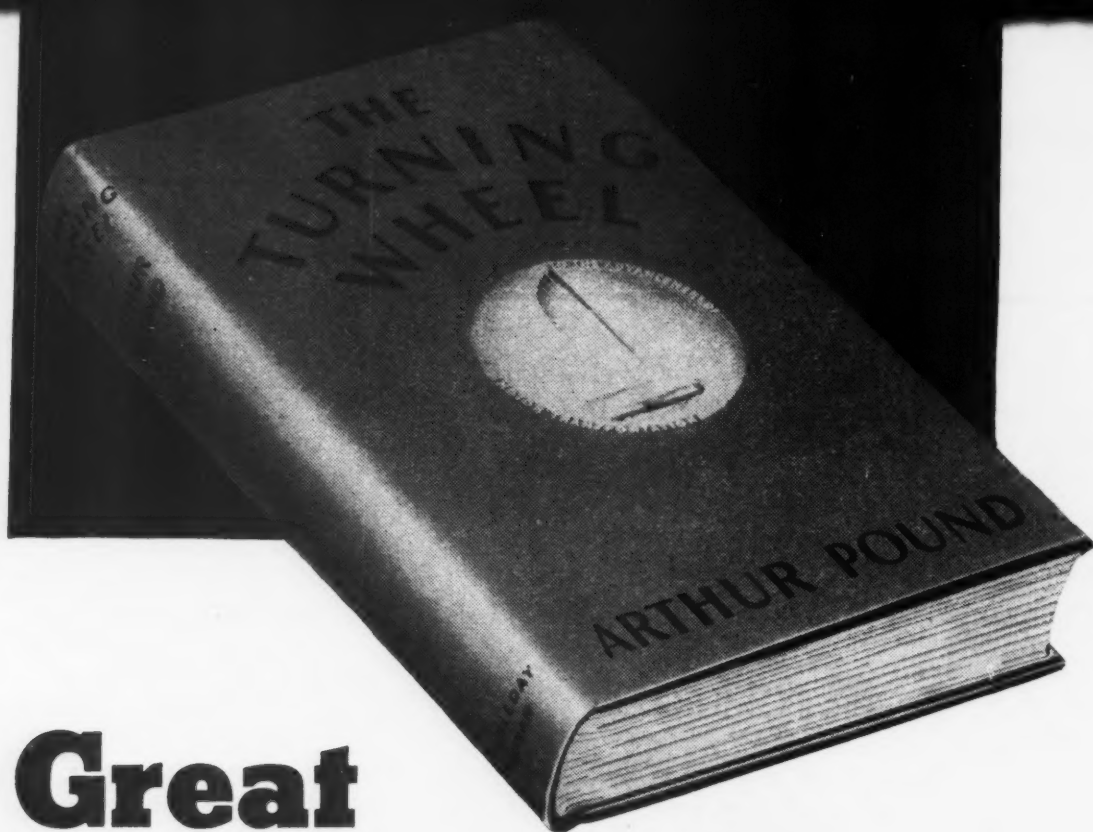
anthology of noteworthy sporting stories which will have an extensive market among men and boys. The contributors include Jack London, John Galsworthy, Gouverneur Morris, John Tunis, Owen Johnson, etc. With an especially interesting introduction by William Lyon Phelps. Ready April 6. \$2.50

D. APPLETON-CENTURY COMPANY

35 West 32nd Street

New York City

*The Ryerson Press, Queen and John Sts., Toronto, Ontario,
handles the Appleton-Century trade line in Canada*



A Great Industrial History

*with a nation-wide specialized
promotion campaign behind it*

Twenty-five years ago, GENERAL MOTORS began its colorful existence. Its constituent companies, some of whose roots go back through carriage building and other crafts to the very beginnings of American industry, kept growing until the organization touches intimately the lives of millions here and abroad. This is the history of that remarkable development.

In a sense this book is also the history of the Automobile Age. The evolution of self-propelled vehicles is traced from primitive means of transport to the beautiful machines of today. Bloodless but none the less dramatic battles will be found in it; and personalities who have changed the very frame of life in which we live. Here will be found some of the glamour and drive of the last quarter century of American history, occurring in a field of action close to the experience of every reader.

"A clear account of man's age-long struggle for a self-propelled wagon; a fascinating story of inventive genius and business enterprise

creating a new America on The Turning Wheel," says Dixon Ryan Fox, professor of History, Columbia University.

• • •

Here is a definitely saleable volume with a remarkable promotion campaign to direct sales into your store. Special stories and books have been placed in the offices of all Science and Aviation Editors, Financial Editors, Automobile Editors and Managing Editors of newspapers throughout the country. Advance copies and special stories have also been placed with all Automotive and Business Magazines. Circulars have been mailed to every stockholder in the General Motors Corporation.

This vast web of sales promotion is sure to bring customers into your shop—but be sure also that you check local business men and automotive dealers in your community. A note or phone call may easily result in a \$3.50 sale for you.



THE TURNING WHEEL

by ARTHUR POUND, author of "They Told Barron"

Fully Illustrated—Over 500 Pages

Coming February 28th — \$3.50

DOUBLEDAY, DORAN



Because we like it so much ourselves, we have special pleasure in presenting to you a new novel by

I. A. R. WYLIE

author of *The Silver Virgin*

an unashamedly beautiful love-story of London in the Spring, and just about the most delightful reading since THE GOOD COMPANIONS or THE WATER GIPSIES. A best-seller, from a master of story-telling.

A FEATHER IN HER HAT

Coming March 21 - \$2.50
DOUBLEDAY, DORAN

The Publishers' Weekly
December 30,
1933

LITTLE, BROWN BOOKS

MEMO:

Little, Brown & Company will spend \$34,450 on the 28 books in their Spring list in initial campaigns of advertising to bring book buyers into the bookstores. More will be spent as increased sales warrant. The minimum is \$34,450. Little, Brown promotion is planned to sell books for you, not just to you.

MEN AGAINST THE SEA by Nordhoff and Hall is going strong (6th printing—29th thousand). The advertising appropriation has been increased from \$2000 to \$4000.

2830 copies of MUTINY ON THE BOUNTY were sold in January. Rarely is there as close a selling tie-up between two books.

Neil Bell's **BREDON AND SONS** is a best seller in England (4th printing) and is gaining ground in America (3rd printing). Advertising appropriation up from \$900 to \$1400.

One book department has sold 100 copies of **BREDON AND SONS** (at full list price) and ordered 50 more. How many books have you done as well with in January?

Oppenheim's **THE GALLOWS OF CHANCE** ("AAA."—Donald Gordon. "Best in years."—Retail Bookseller.) passed the total sale of the previous Oppenheim novel two weeks after publication. Advertising is scheduled up to April on this book.

You May Have Forgotten This Advertisement— But We Haven't!

Sinclair Lewis in "Work of Art" pays a tribute to **THE BOSTON-COOKING SCHOOL COOK BOOK**. His hero read it from cover to cover. Did you sell your share of the 4939 copies sold in January?

Our best quotes on **BIG FLIGHT** by the Drakes are coming from aviators and aviation experts. The book may read like Jules Verne to you, but the flying authorities say it's the real thing.

There's a polo game in **TOO MANY BOATS** by Clifford (February 16th) that is as good as Kipling's **THE MALTESE CAT**.

Did anybody sell any copies of the book we advertised on the January Multiposters? Our total sale for the month was one copy.

There's a rumor growing that Little, Brown have one of the books of the year in Céline's **JOURNEY TO THE END OF THE NIGHT**.


Oppenheim spikes the story that he is retiring. He writes: "I have never, however, hinted at any permanent retirement, and so long as Little, Brown & Company can advertise my stories with confidence whether the times are good or bad, I mean to go on with it."


from THE INNER SANCTUM of
SIMON and SCHUSTER


Publishers • 386 Fourth Avenue • New York





John Cowper Powys

 A new novel by JOHN COWPER POWYS will be published on February 21st. It is called *Weymouth Sands*.


 That announcement must be followed by a confession: we honestly feel that *The Inner Sanctum* has not as yet been able to make America sufficiently aware of the genius of JOHN COWPER POWYS.


 The facts are these: *Wolf Solent* sold a total of 18,307 copies. *In Defence of Sensuality* sold 5189 copies, and *A Philosophy of Solitude* has passed the 10,000 mark. The first and last figures are good—(cries of "Not Enough!") but what we are thinking of specifically at the moment is *A Glastonbury Romance*.


 Here was a book that drew an array of superlatives from first-flight critics that looked like a publisher's dream come true. Yet the total sale of *A Glastonbury Romance* in this country was 4,560 copies. In England, too, the book was greeted with just about the most ecstatic press accorded any novel in years—and in sales it was definitely not a *flop d'estime* or *succès de fiasco*. In fact, it was an outstanding British best-seller.

 So something is wrong somewhere. *Your Correspondent* hopes and feels that this situation is going to be changed with the publication of *Weymouth Sands*, and here are the reasons:

- 1.—It is magnificent Powys, a romantic novel based in the old, sea-saturated town of Weymouth on the English Coast.
- 2.—It is shorter than *A Glastonbury Romance* and a good deal lighter in tone—therefore perhaps better adapted to the American Temperament.
- 3.—In a letter to us Powys says that in this book he has written of the particular spot on earth with which he has been most familiar—and confesses that a good deal of autobiography has gone into the mystical personality of Sylvanus Cobbold, one of the major characters . . . two facts which will be featured in the advertising.


 JOHN COWPER POWYS is still that rare and Ripleyesque phenomenon—a novelist without a telephone, an author without a literary agent, a writer without Hollywood aspirations. He practices the philosophy of solitude which he preaches so fervently (his address for newspaper purposes is simply "upper New York State"). He speaks like a man possessed—both SINCLAIR LEWIS and CLARENCE DARROW have paid him homage as perhaps the most eloquent speaker in America . . . and he writes as he speaks.


 Incidentally, perhaps the most eloquent tribute to JOHN COWPER POWYS—amidst a chorus of acclaim from the greatest men of letters on two continents—came in a personal letter from a reader to *The Inner Sanctum*: "To skip a paragraph is to miss an experience."


 Herewith is a cablegram just received from HEINEMANN, of England:


ESSANDESS

EXTRACTS REVIEWS BLOODY MARY'S STOP GALLERY OF PORTRAITS DRAWN FROM HERO'S SCHOOL DAYS THE NOVEL IS BRILLIANT ONE AND SHOULD NOT BE MISSED EDWIN MUIR IN LISTENER SELDOM IF EVER DO WE SEEM TO HAVE BEEN BROUGHT SO CLOSE TO BOTH THE ACTUALITY AND THE REALITY OF SCHOOLBOY LIFE TIMES SUPPLEMENT THE STORY WILL UNDOUBTEDLY BE RECOGNIZED AS A CLASSIC OF SCHOOLBOY LIFE HE IS UTTERLY FRANK AND SHOWS THE VERY SOUL OF THE BOY IN ITS NAKED SINCERITY HE PROVES HIMSELF TO BE ONE OF THE GREATEST ARTISTS WRITING TODAY IN THE ENGLISH NOVEL NEW BRITAIN

 Which is a slightly garbled way of announcing that *Bloody Mary's*, GEOFFREY DENNIS'S new novel, will be published on the 23rd.

 *Your Correspondent* read the book all the way through at one sitting. Once you're started, you must. And it's the best thing of its kind we've read since *The Innocent Voyage*. It has the same clear analysis of the startling cruelty and cleverness of children. Makes your blood run cold, sometimes.

 The title is taken from the nickname given by English schoolboys to their school, Queen Mary's, and the book is a complete account of life there. The book is going to sell, we hope, to the kind of people who liked *Stalky & Co.* and the OWEN JOHNSON cycle of Lawrenceville stories.

 And next week—*Nijinsky!*

—ESSANDESS



THINGS HAPPENED TO HER

Lauren Gilfillan, just out of college, took a bus, left it in a little mining town. She lived there in a miner's shack, went through a strike with the miners, begged with their children, dressed as a boy and descended into a mine herself. She witnessed a thousand things which challenged her typewriter. She has set it all down in fast moving, authentic narrative, a story which, because of its gripping realism, reads like a novel. It's filled with the stuff that makes great books. The Literary Guild has selected it for March. We're going to back it up with a high pressure advertising campaign.

I WENT TO PIT COLLEGE

BY LAUREN GILFILLAN

Literary Guild selection for March.

To be published March 1st

Price \$2.50

SOLD UNDER THE VIKING PROTECTION PLAN



ALEXANDER WOOLLCOTT HAS QUITE AN AUDIENCE

Six years have passed since Alexander Woollcott wrote his last book. In the meantime he has been acquiring a perfectly huge following. On the Columbia Broadcasting Systems twice weekly as "The Town Crier" he receives enough fan mail to hide his not negligible bulk. Regularly in *Cosmopolitan* magazine his portrait sketches have become an outstanding feature of that great publication with its 1,654,000 readers. Each week in the *New Yorker* his page, "Shouts and Murmurs," delights another 100,000 readers. Recently in the latter he announced this book, asked for a title. 800 suggestions were received immediately.

Yes—Alexander Woollcott *has* quite an audience. We're going to advertise to that audience with a \$2500.00 initial advertising appropriation including a full page in the *New Yorker*. There will be a limited signed edition of 500 copies at \$6.00.

WHILE ROME BURNS

BY ALEXANDER WOOLLCOTT

To be published March 5th

Price \$2.75

A lusty novel in the
grand comic tradition
of *TRISTRAM SHANDY*...



By

"A lie
This is
Rabelais
lovable
You will

MAGNUS MERRIMAN

By ERIC LINKLATER author of JUAN IN AMERICA

"A liar and a lover gone bad," said Magnus. "And drink is one of the elements in which I live!" This is MAGNUS MERRIMAN, fit to take its place alongside JUAN IN AMERICA, Mr. Linklater's other Rabelaisian comedy. In the world's humorous literature, Magnus Merriman is a large and entirely lovable figure, who should find a place among such characters as Gargantua and Don Quixote... You will hear much about Magnus. It's another CAUTIOUS AMORIST — on a bigger scale!

MARCH 12. \$2.50 FARRAR & RINEHART



THE BIG STAR FOR MARCH

by
the author of
A FORTUNE TO SHARE
VASH YOUNG'S
NEW BOOK



**NO
THANK
YOU**

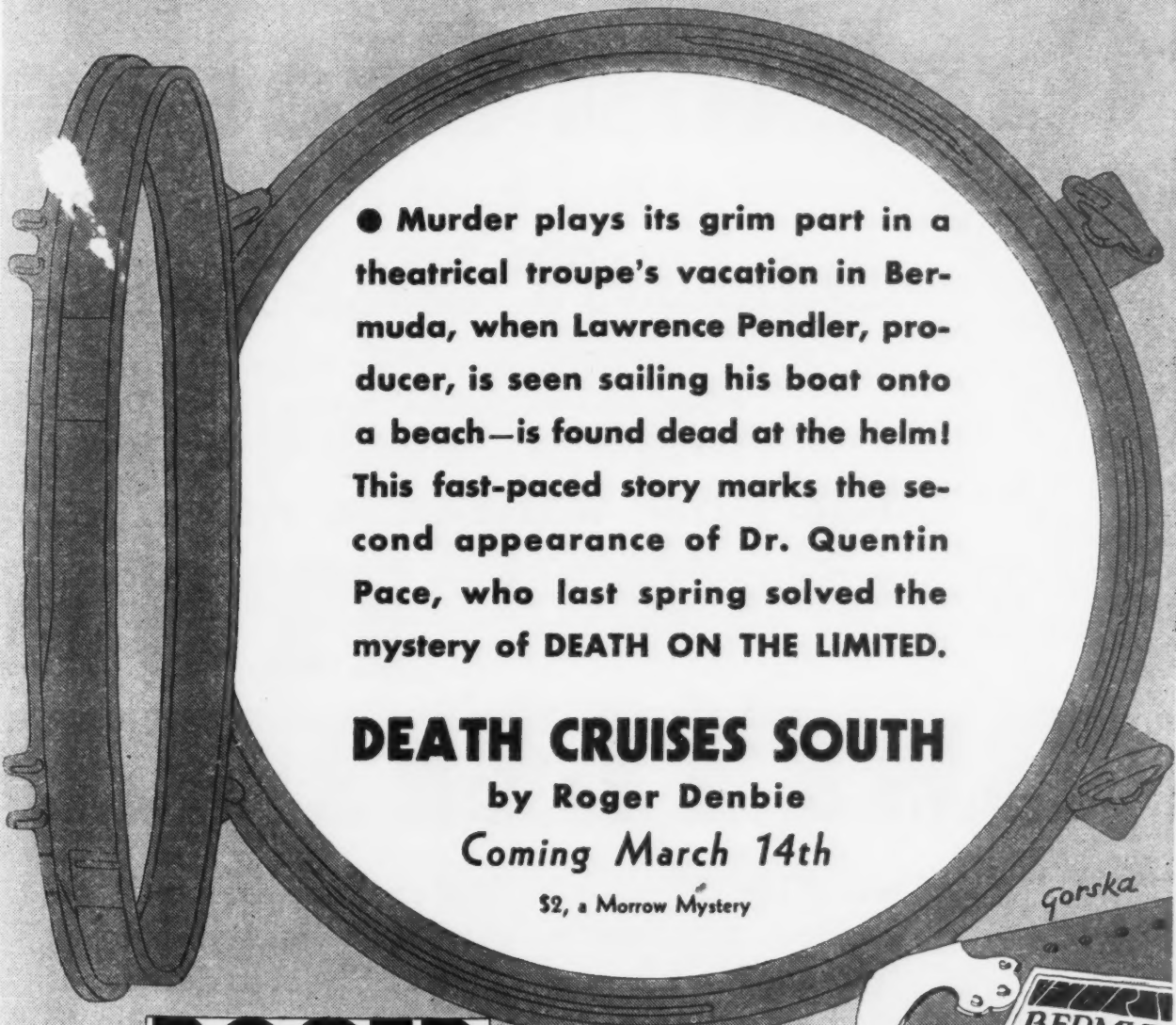
**Published
March 7**

\$1.50

A book dealing with the three most controversial subjects of the day: liquor, money and religion. Vash Young went off on an experimental jag. He was all balled up financially. His religion was neither fish nor fowl. Then something happened to him. By being utterly frank about his own experiences, he hopes this book will be of help to many in learning how best to paddle their own canoe.

BOBBS-MERRILL
Indianapolis

DEATH *cruises* SOUTH



● Murder plays its grim part in a theatrical troupe's vacation in Bermuda, when Lawrence Pendler, producer, is seen sailing his boat onto a beach—is found dead at the helm! This fast-paced story marks the second appearance of Dr. Quentin Pace, who last spring solved the mystery of DEATH ON THE LIMITED.

DEATH CRUISES SOUTH

by Roger Denbie

Coming March 14th

\$2, a Morrow Mystery

**ROGER
DENBIE**

Gorska

BERMUDA
Cabin No. 101





Kay Rimmer—She is one of the memorable people in this exciting novel of men and women and love.

Graham Greene

author of that colorful best-seller

ORIENT EXPRESS

(6 large printings—"one of the most exciting and successful novels of the Dos Passos school," said *The Saturday Review*)

has now written a novel of modern London—

IT'S A BATTLEFIELD

—and life is, in this book of swirling drama, death, passion, continual surprise and beauty, ranging from the fun-fair of gay Oxford Street to dark lanes of the underworld. "Keep a sharp eye open to Graham Greene," warns the *Philadelphia Public Ledger*. His remarkable first novel **THE MAN WITHIN** set a new record. His **ORIENT EXPRESS** won him a popular following. **IT'S A BATTLEFIELD** may well prove his most successful book.

Coming March 21 — \$2 — DOUBLEDAY, DORAN

March 14 brings the new

RUFUS KING

— and he's done it again!

Remember **MURDER BY THE CLOCK, SOMEWHERE IN THIS HOUSE, MURDER IN THE WILLETT FAMILY**—Lieutenant Valcour's famous cases that have made detective story history—and bookstore sales records! Now comes

The Lesser Antilles Case

(Wrapper by Artzybasheff). One murder in the West Indies: one in New York—one done in reef-strewn waters, one in a New York flat—and a case at once terrifying and wit-twisting sweeps into deadly action. \$2.00

March 21 brings

THE SINISTER SHADOW

By Henry Holt. Brilliant Scotland Yard detection features this new Inspector Silver mystery by the author of *The Midnight Mail*, *Murderer's Luck*, *The Scarlet Messenger*, and other Inspector Silver novels. \$2.00

THE MAN WHO CHANGED HIS NAME

By Edgar Wallace and R. J. Curtis. The authors of *The Green Pack* (3rd Edition) duplicate the success of that book in this thriller about a woman over whom the threat of murder hung. \$2.00

THE CRIME CLUB, Inc. Garden City, N. Y.

Plain Facts

author: **FRANK A. VANDERLIP**
 title: **TOMORROW'S
MONEY**

publication: March 7
 price: \$2.00
 the book:

This important book, dealing with the most urgent of our present public problems--the money-banking issue, presents for the first time in a unified way Mr. Vanderlip's program for financial reform. Various phases of his proposals have been discussed on the platform, in magazine articles, and before the Senate Committee on Currency and Banking.

author's
record:

Frank A. Vanderlip retired as President of the National City Bank of New York several years ago, and has watched the current banking debacle from the sidelines.

best market:

(1) The officers of the bank where you are now doing business, and all other bankers in your town. (2) Manufacturers--to whom credit is important. (3) Real estate owners. (4) Building and loan associations. (5) Stock brokers and bond dealers. (6) Insurance companies. (7) Investors, ex or current.

promotion:

Publicity on this book can almost be guaranteed. When Vanderlip writes, newspapers see news. Initial advertising in New York Times and Herald Tribune.

display:

Display is essential to merchandising this title. Have it in your window on publication. The jacket will be colorful and provocative.

Reynal & Hitchcock

386 Fourth Ave., New York

Leane Zugsmith
author of
"Never Enough" and
"The Reckoning"



Two forthcoming novels of distinction . . .

March 12— **THE RECKONING**: A novel of Manhattan and Manhattanites that has all the power and gusto of "Counsellor at Law", and whose characters, tangled in a web of justice, take you into every walk of life in a great metropolis, by **LEANE ZUGSMITH**, author of "Never Enough". (320 pages, \$2.50)

March 5— **SET FREE**: A novel that cuts beneath the daily welter of incident to seize upon the subconscious desires that "make" and "break" men and women. In it the lives of five people are strangely woven over a period from the 1890's to the present day. By **SYLVIA PAUL JERMAN**, author of "Prelude to Departure". (320 pages, \$2.00.)

Harrison Smith and Robert Haas, Inc., 17 E. 49th Street, N. Y. C.

a national favorite returns

CAPPY RICKS COMES BACK

by **Peter B.
Kyne**

Coast to coast, the nation delights in Cappy. There is hearty welcome—and real sales—waiting for his reappearance in this new book.

\$2.00



March Novels

THELMA SVANE by Flora Sandstrom

In *Let Me Go* Miss Sandstrom wrote a highly praised novel of our over-sophisticated intellectuals. Her new story, *Thelma Svane*, brilliantly sets forth the conflict between modernity and the ancient timeless fundamentals of human life. \$2.00

TILL PASSION DIES by Sidney Fairway

The author of the popular *The Doctor's Defense* tells the absorbing story of a gifted young man living under the terrifying shadow of his family's mental taint. \$2.00

H. C. KINSEY & CO., INC., 105 West 40th St., New York

Kinsey

"TERRIBLE CONDITIONS"

By GEORGE BERNARD SHAW
(In an interview with Sidney R. Cassin)

"I HAVE been to Japan," said Mr. George Bernard Shaw when interviewed in London yesterday, "and I have seen with my own eyes what that country means not only to Great Britain but to the rest of the world."

"I paid a visit during my world tour and was shocked by the people and the conditions which I cannot help but notice which I cannot help but notice."

"Moreover, they all had eyes which were all signed with the marks of the author."

"That is the way they do things in Japan. You have got to watch the consequences for your country. If you don't, well you must take the consequences for your country."

"I said to Mr. Shaw: 'What was the first thing that impressed you in that country?'"

Crucible of Poor People

Mr. Shaw, who is 55, jumped up and getting himself to be a tall height, replied:

"The first thing I saw were terrible slums, building factories, and crowds of poor people. I saw such terrible conditions, and I never do I wish to see them again."

"This question of Japan is a world affair, whether it is in the industrial or diplomatic, in economic, in social, and I think the average person in this country realizes how the Japanese are a menace to the peace of the world. To Japan such is East and the great dream of the world is to be in the hands of other people. They have their eyes on the world."

"In the matter of Japan, I think their efforts are a lot of universal sympathy."

"Kada"

LONDON NEWS- CHRONICLE SAYS

"Does for
Japan what
'Mother India'
did for India"

sey

GEORGE BERNARD SHAW

**SAYS... "Tell people to read
PROFESSOR O'CONROY's book**

The Menace of Japan"

In an interview in the Manchester Dispatch upon his return from Japan, G. B. S. stated —

"I have been to Japan. . . . Never have I seen such terrible conditions and never do I wish to see them again. Japan is a menace — to the East as well as the West.

"Tell all your readers to absorb the contents of Professor O'Conroy's book, *The Menace of Japan*, and they will realize the truth of what I have said.

"Professor O'Conroy is one of the most remarkable men in the world. HIS BOOK IS A REVELATION."

\$3.00 March 7.

**the political aims
and national
psychology of
the Japanese . . .**

**the first complete
picture of Japan's
civilization to be
presented to the
Western World . . .**

**an invaluable guide to the
possible Soviet-Jap conflict this spring!**

A brand new book!

by the most popular
man on the air today

\$1



THE HUMAN SIDE OF THE NEWS

Get your order in the mail today. It looks as though we're going to be out of stock on publication!

■ If you listen to Edwin C. Hill on the radio or read his syndicated articles you don't need to be told what great stuff he has for a book. If you don't listen do so tonight—and learn why millions of people think he's the best thing on the air today.

■ Edwin C. Hill's exciting excursions behind the news attract the highest type of audience—a book audience. His material fits more perfectly into a book than anything that's ever been delivered over the radio.

■ Five nights a week, from coast to coast, people gather round the radio to hear Edwin C. Hill on "The Human Side of the News." Advertising that couldn't be bought at any price! Tie up with the broadcast. Fill your window and watch the piles melt away—at \$1 per melt.

■ Last year Hill had a high priced book under an unfamiliar title—and it was a success. Now he has this \$1 book—packed with the very best of his radio material—called by the title millions know—and it's a runaway. Publication March 2nd. Discounts start at 40%. Get your order in now.

WALTER J. BLACK, INC.
171 MADISON AVE., NEW YORK

Here are some of the
**32 exciting
CHAPTERS**

The Grip of the God of Gold
Ghosts Are Abroad
Hell on Earth
These Men Have Looked on Death

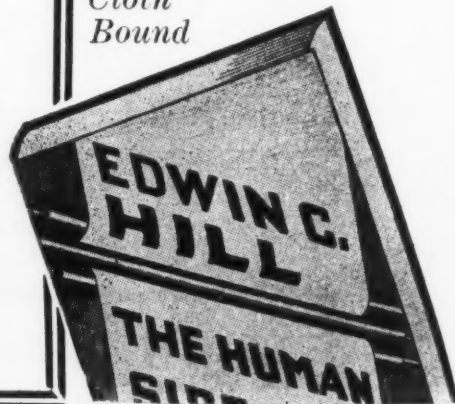
The Pullman Porter Who Was King
Sherlock Holmes Is Not Dead
God Speaks Through Miracles
Princes of Adventure
The Tower of London Remembers

The Richest Men in the World
The Ace of Man-Hunters
Firebrands of a New War
They Get Their Man
Affairs of Honor
Unsung Heroes
A King-God Passes
A Romantic Gambler—
Lloyds of London

Salute Two Charming Spies!
Uncle Sam's Royal Ruler
A Champion Mystery Man
Jehol's Golden Pavilion

OVER 200 PAGES

*Cloth
Bound*



ALFRED H. KING

HAS THE PLEASURE TO ANNOUNCE

FRANCINE FINDLEY'S

NEW NOVEL

TREELESS EDEN

AN EPIC OF
CALIFORNIA



416 PAGES • MARCH 19, • \$2.50

TO BE SHOUTED FROM THE HOUSETOPS

Largest gain of all in book advertising for 1933 was the New York Herald Tribune's—47,608 lines—making it a still closer contender for first place honors . . . Here is the record for two years in agate lines:

	1933	1932	
NEW YORK HERALD TRIBUNE . . .	413,623	366,015	47,608 Gain
Times	462,642	448,587	14,055 Gain
Post	68,788	88,012	19,224 Loss
World-Telegram	55,810	56,947	1,137 Loss
Sun	37,001	68,210	31,209 Loss
Mirror	12,963	12,439	524 Gain
News	12,726	14,596	1,870 Loss
American	2,970	4,172	1,202 Loss
Journal	892	6,262	5,370 Loss

Publishers are placing their advertising where it brings *Results**, in the

NEW YORK HERALD TRIBUNE

***Because of Lewis Gannett and F. P. A. on the Daily Book Page and because the country's 78 leading bookshops in 48 cities distribute 50,000 copies of Herald Tribune "BOOKS" to their best customers every week.**

WHAT BOOK was second on the Baker & Taylor list of best-selling non-fiction for 1933?

WHAT BOOK, published in January, 1933, sold more copies in January, 1934, than in any month of its history?

WHAT BOOK is certain to effect a change in the laws governing the advertising and sale of foods, drugs, and cosmetics?

WHAT BOOK is always a plus sale?

WHAT BOOK "names names"?

WHAT BOOK is in its twentieth large printing?

AND

WHAT BOOK is sold on a fully returnable basis?

THE VANGUARD PRESS

P.S. Remember—what you don't know will lose sales and cost us both money.



PHIL STONG'S *VILLAGE TALE*

*The author of STATE FAIR and
STRANGER'S RETURN calls a
new turn for the Iowa town*

When the village trouble-maker put Elmer Jamieson up to firing a shotgun at the richest farmer in town—

When the whole village—young skaters from the creek and old laggards from the railroad station—gathered in the shadows around the church to see whether he would run, and what Elmer Jamieson's wife would do—

There begins the village tale, a scandal that kept tongues busy all winter, affected everybody in some way, brought happiness to two people, and, to one man, death.

With this story, Phil Stong cuts wide and deep into the little Iowa community he knows so well how to portray. *VILLAGE TALE* has more fine characters, more acid punch and real-life drama than anything he has written before.

OUT MARCH 8, \$2.00 POSTERS AVAILABLE

AN AMERICAN NEWS COMPANY AAA BOOK

HARCOURT, BRACE AND COMPANY, 383 MADISON AVE., NEW YORK

THE PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

FEBRUARY 17, 1934

Suggestions for the Ideal Circulating Library System

Practical Hints on the Mechanics of Operating a Circulating Library with a Minimum of Waste Motion

GROFF CONKLIN

PART I

THE GREAT EXPANSION OF RENTAL LIBRARIES during the last few years has naturally resulted in numerous variations in the systems employed: and it is worth noting that for the most part these variations are useless, and serve only to over-complicate the work of running the business. At base, the conduct of a rental library may be made extremely simple; the simpler it is—provided all the problems involved have been considered—the more efficient and the more profitable it will be.

During the course of an extended survey I made of the New York City rental library business a year ago,* I visited over fifty units, and I can safely say that no two of these, save a few which were similarly-run branches, had exactly the same system. Many of the variations were of little or no importance, but many systems were distinctly inept and unwieldy. Of course, when one becomes used to a method, its difficulties are not so obvious; but I as an outsider frequently wondered why so many managers of libraries went, so to speak, from the parlor to the kitchen via the attic.

It is possible, then, that a brief discussion of the ideal library system might be a help both to those opening new businesses, and to those already established. I shall also try

to show why I think certain accepted practices are faulty or even useless.

Briefly, the ideal library system consists of two sets of cards, only one of which is used as a reader-record; the other being a reference file only. The first is the customer card, to be distributed through four distinct alphabets; the other the book card, in one file only, not used save for stock control. In addition, a simple pad of scratch paper, and any further items in the way of date stamps, store stamps, and notification cards which the manager may feel would help business. And that is all.

The Customer Card

The customer card should measure no more than 4x6 inches. Such a size is best, both as to efficiency, convenience, and economy. It should be printed on a medium weight smooth-surface card stock; if the library can afford the extra original expense, the use of a lightweight bristol board in yellow will add considerably to the life of the card. The practice which obtains in some chains of libraries of using larger cards measuring perhaps 6x9, is wasteful, and inefficient, both because they cost more, and because as made they allow no more entries of books, but only permit the clerk to sprawl more in his writing. Further, they take up considerably more room.

* "Results of a Survey of Manhattan Rental Libraries," Part I, *Publishers' Weekly*, May 27, 1933; Part II, *Publishers' Weekly*, June 3.

The 4x6 card is ruled on both sides. A reproduction of the front of the card is here printed; the verso is ruled *to the top*, having 18 lines excluding the top printed one and the bottom one. With 14 per column on the front, there is a total of 64 spaces on this small card. If it is desired to draw up a card of this kind for mimeographing, measure the spaces with a centimetre rule, allowing $\frac{1}{2}$ centimetre for each space.

On a card of this size, it will usually be found necessary to abbreviate the titles in entering them. Such abbreviations may be made easily legible, as in the sample, where the title referred to obviously is "Gentlemen I Address You Privately."

Three Files

These customer cards should be distributed through three files plus a storage file. There should be an "IN" file, an "OUT" file, and an "INACTIVE" file; and all cards out of use—refunds and confiscations—should be kept, but only preserved in a box, or tied with string. Under the "IN" and "OUT" file system, the problem frequently will arise of a customer taking out a book who already has one out, and whose card therefore will not be in the "IN" file. While this may seem at first a disadvantage, actually it is a necessary precaution, since it forces upon the attention of the clerk the fact that the customer in question may not be permitted to have a new book, either without returning the previous one, or else without placing a larger deposit.

Many librarians will claim that the system described will slow up their efficiency: especially those who now work with a two-card system. Perhaps it will slow them up a little—but it will *not* slow up their efficiency. When a book card is used, either with cross-entry, or (dreadfully inefficient and lazy system!) without any customer card cross-entry at all, the clerk has no way of telling whether the borrower has other books out; has any deposit at all; owes overdues; or in some other way is not a good lending risk. When the cross-entry system is used, the librarian, when entering the new withdrawal on the customer card—after that individual has long left the store—he may find such overdues or such previous withdrawals; but then it is too late. The customer card system forces the librarian to keep

close tabs on the condition of the borrower's account, and furnishes as well an easy method of checking on what the member has read.

In addition, this single-card system has another praiseworthy feature, inasmuch as it forces the librarian to memorize, as quickly as he can, the names of the borrowers. Under the book-card system, the customer, returning a book, furnishes his name unknown to himself, since the librarian only has to pull the card for the returned book from the date file, and check the name by it. In the present system, the clerk has no such recourse. He must learn those names, if he is to be a courteous and an efficient employee.

To make the customer cards more easily available, it is suggested that sets of split-alphabet guide cards be installed, the number of splits depending on the size of the library. Then your Smiths, instead of being bunched somewhere in the back of the "S" file, will be right at hand behind "SMI." To cut time even more, it is perfectly permissible to leave the "IN" and "OUT" cards which have been entered during the day in the front of the file, to be distributed at the end of the business day.

Notifying Delinquents

Under the cross-entry system, notifying on overdue books is a tedious process. It necessitates collecting the overdue book cards from the date file; and then going through the customer file to pull the right card out; and after notification, refileing both. In the case of the customer card system, all that is done is to run through the "OUT" file once every other week and drop a postal to those members in arrears.

Care must be taken, in refileing customer cards after the return of a book, to be sure that they have returned *all* books out; if they still have one at home, the card goes back in the "OUT" file, of course.

Under most library systems now in use, books entered in the library are numbered from 1 to 10,000, consecutively, a ledger being used for the consecutive entries. Chain store executives have told me that this is necessary for their type of business—without giving me any reasons to prove the statement. I do not believe there is a single argument to prove the necessity of such a system—except the ancient one of habit! There

is no way under that method of knowing the number of copies of a book in the library, nor the number of titles. The system recommended is this: a very lightweight cheap file card, or even a mere slip of paper, is used, in the smallest convenient size: 4 x 2½ is sufficient. It may be absolutely plain, or else ruled with plain blue lines. On the top is entered the name of the book, and the price, cost and sale:

THE THIN MAN \$2.00 \$1.30

and beneath that the copies put in the library are entered as follows:

1/18	No. 1	3/13	\$2.94
1/18	No. 2	3/1	\$1.68 (lost)
1/19	No. 3	6/11	\$6.01
	etc., etc.,		

the third and fourth columns being date of withdrawal, and earnings. In the back of the book is put only the number of the copy of that title as entered in the library: first copy, No. 1, second copy, No. 2, etc., so that *each title* has a number 1, a number two, and so on. There is absolutely no necessity for the use of a serial number in a rental library. Frequently, when numbers are wrongly transferred from ledger to book, or book card, much confusion results.

It is only a small additional detail for the clerk, in entering the book withdrawn on the customer card, to put after the abbreviated title the number of the copy in question: "Gents I Ad 3," as in the sample here reproduced.

It is desirable under this system to keep on a pad of paper a record of the daily entries in the library, so that at the close of the day the amount of stock transferred to the library may be so transferred from regular stock on the books. This list should of course be carefully kept during the day, and if the librarian has any feeling that the record might be useful later on, it may be kept. However, no such usefulness usually occurs, provided that the transfers to the bookkeeping ledger are carefully done every day.

Under the system described for a rental library, then, overhead is reduced by the doing away with the expensive cross-index book card (which has to be specially printed, as is the customer card) and the book card file; the time spent in pulling the customer card is saved by not having to cross-index; and the whole tone of the library is made more efficient, and its service more helpful.

As to the question of recording overdues: there are various systems in use. Some shops do not keep a record of them at all, and count the amounts thus collected as surplus.

[illegible]

Suggested model customer card for a circulating library. The figures in the "Due" column may be crossed out as the fines are paid

profit. This obviously is slack business. Others, using the cross-index system, enter the overdues paid on the book card. Some libraries enter them on the customer card—heaven knows why. The best system is to enter them in the back of the book next to the date which signifies the time the customer first took the book out. The entry may be made either in figures, or in the usual shop price code. In figuring the earnings of a book, each date of course signifies an original rental fee, and the figures the overdues paid. Under this system, a complete picture of the earnings of a book is always at hand, telling the librarian when that copy may be sold, and for how much.

The space on the customer card marked "due" is, of course, for such original fees and overdues as have not been paid. When paid, a line should be drawn through the figures, or else they should be erased.

Under such a system as has been described, besides the advantages in increased service and lessened clerical work, there will be an additional advantage in a great reduction in loss of books, due to the fact that the librarian will *have to* look at the customer card each time a book is taken, thus checking on what that customer has out, or what he owes.

Further Suggestions

There are a few further points of lesser importance that might be mentioned along with this description of the ideal library system.

Always have the customer sign his card when withdrawing his deposit. Thus you will have a protection against forgetful or unscrupulous individuals.

Never split your rates. The custom of charging 15 cents for three days, and a quarter a week, is not only confusing, but it is silly. Make it a straight 15 cents, and 2 or 3 cents a day thereafter: this to apply to all rates, from 10 cents for three days and up; also to daily rates. I know a library that charges 5 cents a day, *or* 10 cents for three days, *or* 25 cents a week. How they ever keep sane with all the figuring, is more than I can comprehend! Even worse than any of these systems is that of charging 25 cents a week, with a *rebate* of 10 cents if the book is returned in three days, and 5 cents if in four. Talk about the cart before the horse!

Always, in the treatment of non-fiction, put the rental fee in large figures at the back

of the book. For the "Man of the Renaissance," for instance, have written in the back 35c-5c, if that is your rate. By this method, the customer may always tell what the more expensive books will cost him, and the clerk may always tell by it the earnings of the book. It will always be taken for granted, then, that books that have no such figure are rented at the customary shop fee. If the non-fiction rate is later reduced, when the book is older, change the figure, and encircle those dates signifying fees collected at the original rate, being sure to put that rate down along with the circled group of dates.

Books Should Be Marked

Always have your shop name and address in the back of the book. It is a remarkable fact, but it is true, that many shops do not do this. Dignity, perhaps—or laziness. The best method is to have a small gummed seal printed with the shop name and address. By small, I mean nothing over $\frac{1}{2}$ square inch in area. If this is too expensive, have a rubber stamp. This will have to be larger of course; but make it as small as possible. If neither is available, write it in. But *always* have the shop name and address somewhere in the book. Incidentally, it is also a good idea to have a date *stamp* for the books, instead of writing the date: since in hurrying, the clerk may write his date illegibly, causing trouble with the customer. It is not necessary to have these stamps; some stores refuse to use them since they are somewhat of a nuisance. But they are neater, and avoid argument.

I have no opinions on the treatment of book jackets. Shop custom is the best to go by: with the well-known exception that it is wise always to have the jacket blurb tipped in on the front cover, so the borrowers may have an idea of what the book is like. Shop book covers seem to me an unnecessary expense; their advertising value and the problematical value of preserving the actual cover of the book do not in my mind outweigh the heavy original cost of procuring them.

It is best to have a form-card for notification about books reserved and about books overdue. Suggested for books reserved:

"—, which you reserved, is now in the library, and will be held three days for you."

Suggested for overdue:

"The copy of '—' which you took from our library — is considerably overdue. Perhaps you have forgotten it. Could we have it back at your earliest convenience?"

These cards may be printed on U. S. Government post cards either by mimeograph or by actual printing press, which is more expensive, but neater.

Never try a fixed date reserve system, unless either you have an immense library—over two or three thousand active members,—or you don't mind losing money. Have enough copies in the library so you can guarantee all fiction inside of a week (except such monstrous abnormalities as "Anthony Adverse," which necessitates a longer wait than that if you are going to keep out of bankruptcy!) but do not stuff your shelves with enough titles to give all customers the book on a fixed date, or (worse yet, and a thing some shops actually try) on a twenty-four hour notice. In England, readers who do not want to pay the more than double fee for a preferred membership, allowing books when possible—that is, when in stock or as soon as they may be got in stock—have to wait from *a month to six weeks* before any copies at all of the popular titles reach them! I think the American public can wait one week to read their requested book.

Deposits

Never charge a fee instead of a deposit. It's grand for the library, but the customers object! *Always* charge a deposit, if you are in a transient district; otherwise you will lose a lot of money. If your shop is in a neighborhood of homes, the deposit may be dispensed with, provided that the manager demand—and enter on the library customer's card—some reliable reference, such as a bank book number, an automobile license number, a club membership, or public library card. However, it is always wiser to have a deposit, if the trade will stand it.

Never retire a book from the library before it has earned, including the sale price second hand, *at least* 10 per cent more than the original sale price new; if possible, 15 or 20 per cent. This is because the handling of library books is slow and expensive, and the margin of profit thereby is reduced, through salary, overhead, and slow turnover. This is a counsel of perfection, perhaps, but it is something that must be tried for, and more often than not achieved, if the library is to make money.

Average Rate

The average rate on library rentals now is 15 cents for three days, with many at 10 cents for three days. Many libraries still charge a quarter a week. It is good advertising to charge 10 cents for three days *including the day taken*, so that the book is actually due back on the "day after tomorrow." 15 cents for the same system is 5 cents more money; if the public will pay it, go to it! Otherwise the 15 cent rate usually is for three days not counting the day taken. Overdues are at 2c a day or 3c a day, depending on whether you can get the higher sum or not. The 25 cent rate is becoming unreasonably high. The increase in turnover at 15 cents for three days, plus the amounts in overdues collected for books kept more than the limit, more than counterbalance the questionable margin of 10 cents or more on customers who, paying a quarter, return the book in two or three days, minus the large amount of custom lost by the higher rate. The 10c or 15c rate will attract that custom, and will speed turnover: therefore it is a good thing.

Lastly, it is a good idea to reduce rates on old books, provided the store has room to hold the older stock. A 5 cent or 10 cent shelf of old titles will earn a good profit for itself, without detracting from the new-book rentals.

I will be glad to answer any questions that may arise in trying out this system. I know there are some points I have not covered, but will willingly discuss them by letter, if anyone needs further information.

Outside Looking In

Further Reflections Upon Book Windows

ALFRED VAN AMEYDEN VAN DUYM

IN PASSING BY A SHOP WINDOW TODAY (not a bookshop window) I was struck by a sign which read "If You Can See, You Can Draw." I have no idea what product or method or article this advertised, as I was in a hurry and took no time to stop. For some reason or other, however, this phrase stuck in my head. As a bald statement it seemed absurd. Other factors entered into it. A small baby can see, a dog can see, a man without arms can see, but from that does not follow that they can draw. But one has to have talent, aptitude, to develop into even a mediocre artist.

To a much smaller degree probably, as the making of windows does not require one to be an artist, if one can see, one can make a window. A fair sense of balance and a few books are all the tools needed. However, is that sufficient to establish a contact between the window and the one who

is looking into a window? Isn't there some way of compelling the attention of the passerby by the mere showing of books without any idea of design, central appeal or color scheme? Windows are being planned today as other things are. Space given in a window must show returns or the window is no good. We inside of the bookshop know all this, but what does the man or woman or child looking into your windows think about it all? If their impressions are not consciously formulated, can we define their feelings for them?

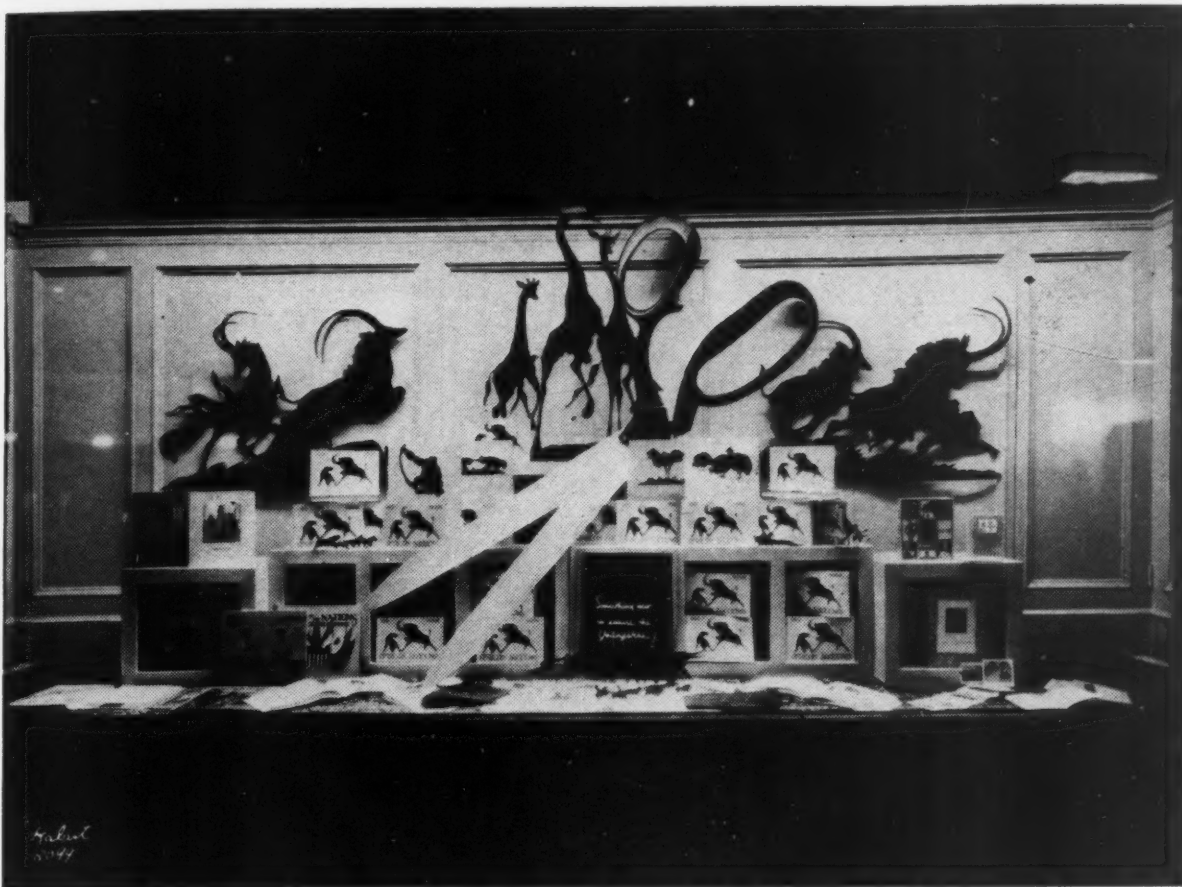
On a newspaper considerable attention is paid to make-up. We are not aware of it unless some newspaper friend tells us about it. We read the headlines for instance without realizing that every headline has been planned. What will there be in tomorrow's news which will compel the greatest attention? A new language has been made, the headline language (not very grammatical, but exceedingly effective). Isn't it strange that in editions coming out at practically the same time, featuring the same outstanding news, no two headlines are ever alike?

In the same way from week to week we headline our windows, but no two windows look alike, even when they feature the same books. The passerby, and more specially the one interested in book windows, may or may not intend to get a book. The function of the window is to strengthen his desire for books. All of which I suppose you will say is perfectly obvious. However, it never seems to have been obvious enough so that this indefinite quality which is called window appeal could be clearly defined.

Some department stores have made house to house canvasses, asking housewives their preferences among brands of merchandise. How can our book windows reach into the homes of people? Has any window been particularly successful in creating demand for certain books? We have had a tremendous amount of the *Put Books in Your Budget*, but it has stopped at that. Individual efforts



This display, set up in the lobby of a movie theater in Joliet, Ill., by the Book Shop of Joliet, created an immense amount of interest in the book, which was sold on the spot



Ugo Mochi, illustrator of "African Shadows" (Ballou) here displayed in one of Lord & Taylor's windows, also made the big cut-outs shown in the display. The scissors were found in the store's drapery department

have been made to formulate the appeal of books on certain subjects, but no concerted effort has ever been made on the part of publishers and booksellers to *Sell Books Except by Advertising Them in Newspapers and Magazines*.

By this time, if you have had the patience to follow me, you probably say, what the devil is he driving at and what on earth has it got to do with windows? We do not formulate the desires of book buyers, we follow them. Why do we? For one thing, because publishers, though more willing than ever to give books on consignment, are as a matter of sound principle against furnishing merchandise on a returnable basis. So it is only occasionally that we can get sufficient quantities of a book to dominate the whole display. And in spite of all opinions to the contrary, I still maintain that in order to get a good sale for a book we must be able to display it effectively in our windows. The window is the beckoning hand which invites the casual passerby to come in and visit our shop. Naturally "Anthony Ad-

verse" sells no matter in what dark corner you try to hide it. Exceptions make the rule. What is back of the success of book clubs? I think the very fact that they bring books right into your home, even more than the fact that they have been selected by a group of competent judges. They help people make up their minds. *Windows Should Help People Make Up Their Minds, Too*.

Every so often publishers go in for a terrific splurge of display material and inundate the poor bookseller, who does not know how to find the books through the avalanche of display material. This is a pure waste of money.

That, you will say, is a strange statement to make for one who has in the past begged and prayed for more and more display material. Perhaps, but I have learned my lesson. If during the three years that I have devoted myself exclusively to the making of windows I had preserved all the display cards and gadgets which had been sent me, I could compute a neat little amount lavishly spent by publishers on display material, most

like to add yours. What do the people say and think who are looking into your window? If such information is worth passing on, let's all profit by it and maybe we can draw some worthwhile conclusions.

Let's try to become window conscious and draw lessons from the window lookers, even if they do not buy books at first. I am planning to call my first three articles to follow this one, three soliloquies, to wit: "Man Looking Into a Book Window," "Woman Looking Into a Book Window," "Child Looking Into a Book Window." Any observations or contributions you have to make will be gladly accepted. I am rather reaching out for an idea than formulating one. Something I am sure can be learned from people looking into book windows and their reactions to these windows. As the weather becomes milder I am going to spend considerable time watching people watch windows. And mind you, that does not mean asking for the opinions of book advertisers. Advertisers are, according to my own experience, bad judges of what people want in their windows; they invariably confuse their appeals. The appeal of the written

page is not at all the same appeal as the window appeal. Perhaps there is the same underlying principle in both of them, but the way they affect the senses is quite different. In some instances one may supplement the other. One has reached a technical perfection, which makes the judgment pontifical. We cannot afford to be pontifical about book windows. Window trimmers are akin to the show man compelling attention through a balance of mind and emotion. The publisher says, "Here are my books, make your windows tell their story through effective display, but be economical with the means you use, make a concentrated and effective appeal." And never, never forget the human touch. The book windows of today should be the libraries of tomorrow.

In the following articles I would welcome photographs, not just of windows, but of people looking into windows, or perhaps in juxtaposition a photograph of the window and a snapshot of the people looking into the window. Do men or women, young or old, predominate and what is their condition of life? Perhaps all this might seem over-curious to you, but it might prove helpful.



A special display of "Brazilian Adventure" by Peter Fleming (Scribner) in one of the Fifth Avenue windows of the Scribner Book Store

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I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —BACON.

The Handicap of Public Opinion

THE TRADE'S CRYING NEED of removing books from their conspicuous position among "loss leader" merchandise



which has such disastrous effect on the business receives sympathetic attention from all who understand the characteristics of this type of selling method and from those economists who can see that

this type of merchandising can undermine the whole industry and sacrifices it for the purposes of a single store.

But progress in relieving bookselling from this curse is continually handicapped by the mass of public opinion which looks on all kinds of price maintenance as against the interests of the consumer. With Congressmen on Capitol Hill running this way and that, each shouting that he is the people's friend and against all price control, with large groups of manufacturers finding operation difficult under price control by open agreement, with the word coming from the

administration that price control of all kinds must be avoided in codes, it is not to be wondered that the booksellers in their effort to cure the present peril are traveling a difficult path.

It does not matter in Washington that a score of countries have decided that the sale of books at prices uniform to all is to the best interests of the people, eventually meaning wider distribution at lower prices. The examination of foreign habits of distribution is not considered essential in American legislation, and booksellers are expected to continue along the same rough path which other countries earlier traveled without taking advantage of their experience to smooth the way. In the same breath in which some individual remarks that American books ought to be priced as cheaply as European books he will denounce as un-American a system by which wide distribution and consequent cheapness have been achieved.

It does not seem to matter that Justice Brandeis has denounced the system of loss-leaders which is being so vigorously guarded by its sponsors, as quoted so effectively by Cedric Crowell in his speech before the N.R.A. It does not seem to matter that the N.R.A. fundamental principles call for a protection of small business and that among the small businesses that are in dire trouble is the book business. It does not seem to matter that the signing of the Retail Code in October increased the jeopardy of all bookstores in the metropolitan area through the price war which followed the adoption of the Code. The N.R.A. does not seem to admit that a healthy distribution of books is far more important to the country than the increased distribution of ash barrels or briefcases, whose "values" must be demonstrated by the loss-leader method.

It is no wonder that the leaders among booksellers get bitter and wonder whether the idealism toward which we as a nation have been turning in business is intended simply for the large units. There are, however, some bright spots in the picture. The trip to Washington indicated that there must be many people scattered through the N.R.A. who are beginning to envisage the difficulties of the small merchant and particularly the bookseller, and who are beginning to think out ways by which some relief can be obtained, even in these highly competitive days. The next few weeks will be anxious ones for

the retail industry and especially anxious for the leaders in the trade who have willingly been carrying the burden of argument and presentation of the cause, which is certainly not only a cause of bookstore salvation in a central area but one that is important to the country as a whole.

National Reading Lists

READING LISTS INTENDED for wide popular use and for the non-habitual book reader are now in the process of preparation as a national project under the direction of G. F. Zook, U. S. Commissioner of Education, Carl H. Milam, Executive Secretary of the American Library Association, and Morse A. Cartwright, Secretary of the American Association for Adult Education, it is reported in the February 1st issue of the *Library Journal*. The need of a new type of book list was discussed at the October Convention of the American Library Association at which Mr. Zook was a guest, and funds were found as promptly as possible for underwriting a fresh study of reading from the new leisure point of view. It was decided that if a reading program were to reach a wide popular audience the books recommended must be selected specifically for the popular audience and not for adults used to finding their way about among books.

In December, Doris Hoit of the New York Public Library's Circulation Department had been assigned to the work with the assistance of Allen Churchill, who has been doing general research and special manuscript reading for Bobbs-Merrill, and Lillian Stein, a recent graduate of the Columbia Library School. This committee was provided with a tentative list of the subjects which it would be desirable to cover. All available book lists were analyzed and the books found on such lists were brought together at the New York Public Library and studied from the point of view of the new national program. By the first of March there will be ready a list of approximately 500 "readable books." Only books in print will be included, and preferably only books of so general an appeal that they will be likely to be found available in the average public library or bookstore. The list will cover such subjects as biography, history and travel, labor problems, money and taxation, psychology, home nursing, farming, foods, interior decoration, gardening, music, nature study, letter writing, games and sports, etc.

While the exact plans for distribution of

the lists have not been announced, it is possible that there will be a government distribution. Bookstores will see the opportunity for gathering collections of books on the list for display, thus backing up the leisure activity programs of the communities which they serve; publishers will have reason for studying the list to look for indications of the need for new volumes yet unwritten, and libraries will probably discover an immediate demand for the titles on such a widely broadcast list.

Personalized Business

THE FEBRUARY ISSUE of *Scribner's Magazine* contains an article on "Industry and the Recovery Act" by Eugene G. Grace, president of the Bethlehem Steel Corporation. Among other things, Mr. Grace has this to say about improved merchandising:

"With the waste motion of constant negotiation done away with, there will be new standards and factors emphasized in selling more than ever before. These considerations will play a large part:

- (1) The character of the company.
- (2) Integrity in every policy.
- (3) Close relationship between salesman and customer.
- (4) Service by the producer in the way of . . . specialized knowledge.
- (5) Sales cooperation with the distributor.
- (6) Reciprocity.
- (7) Undeviating quality of the goods as represented.

"I believe that all of these points will tend toward higher standards in industrial selling. Take the point of reciprocity, which is frequently criticized. Within legitimate limits it is deeply rooted in human nature. Assuming that quality and service are equal, we all tend to do business with people who do business with us and in whom we have confidence. Friendships will play perhaps even a stronger part, and by that I mean legitimate friendships based on mutual respect. From now on, the salesman will sit less at his desk, and will meet with the customer more frequently. He will conduct himself at all times in a way to merit the highest confidence. We would all rather do business with individuals on whose integrity we can rely 100 per cent, and for whom we have a friendly feeling. For this reason I feel that business will operate more on that basis, will be more human and less impersonal."

News of the Week

Subscription, Mail-Order Firms Put Under Retail Code

A NEW TURN WAS GIVEN to the discussion of codes when the N.R.A. sent word to the subscription publishers that they and the mail-order houses, which had been associated in drawing up a code for their group, would have to consider that they fell under the heading of retail distributors. The government insisted at the hearing ten days ago that, inasmuch as the subscription publishers sell to the consumer direct, they must be considered under the Retail Code for at least that part of the business which falls under the head of distributing and that book clubs and mail-order houses, being exclusively distributors to consumers, would have to have the major part of their business considered under the Retail Code. This theory came as a surprise to this group, as there had been no doubt in their minds that their code would be considered when other publishers' codes were considered and perhaps as part of the general blanket code for all book publishers. The Legal Department of the N.R.A., through David Barr, pointed out in regard to mail-order or book clubs that the business was not essentially different from that of firms like Sears, Roebuck & Company or Montgomery, Ward, which not only fall under the Retail Code but that these organizations were represented on the Retail Control Committee. This theory threw a sense of conflict into the hearings at Washington which has continued in later conferences, according to the report.

The subscription book publishers, as a whole, do not wish to have their affairs considered under a Retail Code, as they believe that the Control Committee of such a group would have little knowledge of their business, nor do they want to be considered under a special schedule of the General Retail Code which applies to the booktrade, as they do not believe that the booksellers should have any part in administering subscription book business. The booksellers, intent on finding some way to get some relief in their present serious crisis, have no desire to be connected in code control matters pertaining to the subscription book publishers except insofar as

their business overlaps books published essentially for trade purposes. Their interests overlap only on such rare occasions as when the subscription sets also include the latest books of an author, or, in the case of mail-order houses or book clubs, when they sell current books. The booksellers would be willing to leave the decision as to the harmonizing of interests in such cases of competition to some well-balanced committee, in order that progress might be made.

The subscription publishing group has been represented in these negotiations by John O'Connor of the Grolier Society, who had so much to do with bringing together the various firms in that field and in presenting their code at Washington. Mr. O'Connor is chiefly anxious that their business shall be considered as a unit under whatever general division it may be thrown.

Book Clinic

THE BOOK CLINIC met on Friday, the 9th, for its annual discussion of the Fifty Books Show. The books themselves had been taken to the Clinic for the criticism and comment of some forty members who were present at the meeting. The question of title-pages was raised. Some one pointed to the unfortunate arrangement of lines on the title-page of the A. L. A. book on "Popular Libraries of the World," another to the heavy blackness of the woodcut on the title-page of "The Boar and Shibboleth," contrasting with light type. Bindings were also discussed and unfavorable comment made on the material used for "Picturesque Word Origins" and "All Men Are Brothers." Reference was made to the influence of modern design on book production and the fact that only one volume, "Skyscraper," from John Day, gave any evidence of such influence. The title-page of "The Man of the Renaissance" designed by Milton Glick was discussed, with some differences of opinion on the rubricating and ornament. The criticism that had been made at the opening of the exhibit of the size of the illustrations in "The Cambridge Book of Poetry for Children" was not echoed by the Clinic members, who found the book decidedly satisfactory. "Paris to the Life" from Oxford University Press was ap-

proved as a book on which the artist had cooperated helpfully and successfully with the publisher in planning the volume. Other books were passed about for spirited comment.

The Clinic voted to have its next meeting on February 23rd and to take up the question of modernistic design as it can affect and is affecting book production today, with examples from the fields of foreign bookmaking and American commercial printing to indicate the possibilities of this trend in design.

Bookshop Round Table Meets

THE BOOKSHOP ROUND TABLE held one of its liveliest and most successful meetings on Monday, February 12th, at the Women's University Club, New York City.

This group of personal bookshops has been working on a cooperative experiment of choosing the books about which the members could be genuinely enthusiastic and pushing those books. They have gone about accomplishing this end in several ways. They have published a bulletin featuring about twelve books a month which the bookshops have stocked and specially recommended to their customers. Geraldine Gordon of Hathaway House Bookshop, Wellesley, Mass., is the editor of this bulletin. Through Marion Dodd of the Hampshire Book Shop, Northampton, Mass., chairman of the Book Shop Round Table's Relations With Publishers, the shops have worked out a scheme of getting advance copies of the books which they think they can feature successfully and so have been able to work up special promotion plans for these books.

A feature of this current meeting was a symposium on recent special promotion plans which the shops have worked out. This part of the meeting will be reported in detail in the Customers' Choice department soon.

There were three special speakers on Monday: Frank Magel, of the Putnam Book Store, and president of the American Booksellers Association, who spoke on the status of the Booksellers' Code; Irita Van Doren, editor of *Herald-Tribune Books*, who talked about the *Herald-Tribune's* bookshop plan, and George Stevens, of the *Saturday Review of Literature*, who spoke of the special function of the personal bookshop.

Bertha Mahony, of the Bookshop for Boys and Girls in Boston, who has been chairman of the group ever since it was organized on February 10, 1933, resigned at this meeting. Harriet Anderson of the Channel Book Shop, New York City, is the new chairman of the Round Table.

Crowell Elected to D. D. Board

CEDRIC R. CROWELL, vice-president of Doubleday, Doran Book Shops, Inc., was elected a member of the Board of Directors of Doubleday, Doran & Co., Inc., on February 14th. Mr. Crowell has become known to the trade as the able and efficient director of a very successful chain of bookstores and has won considerable admiration for his unstinted efforts in behalf of price-maintenance and the Booksellers' Code.

A Great Loss to Publishing

AT A MEETING of the Directors of the National Association of Book Publishers on February 1st, the following resolution was adopted:

"The National Association of Book Publishers is deeply affected by the news of the death of Frank N. Doubleday and desires to express to Mr. Doubleday's family and to his associates its deep sense of the personal and professional loss which this brings to American publishers and to American publishing.

"Mr. Doubleday has touched our industry at every point, by the stimulation of authorship, the extension of markets, the improvement of the manufacture of books, the extension of the relations of American publishing with other countries. In all his publishing he has had a freshness of imagination, an energy in action and a human and personal quality in his relations to his associates and friends that has made his long life a continuing contribution to the upbuilding of this industry of book publishing."

Corrections

"Colour in Advertising," by Joseph Binder (Studio Publications, Inc.), is to be published in one edition only, priced at \$7.50, and not as listed in the Spring Book Index, 1934, in the January 27th *Publishers' Weekly*.

"Charles Bradlaugh: Champion of Liberty," a Freethought Press publication, contains contributions by George Bernard Shaw and others.

K. B. D. A. Convention

THE 18TH ANNUAL CONVENTION of the Kansas Book Dealers Association will go into session this week at the Hotel Kansan in Topeka, Kansas, on February 19th and 20th. Headquarters will be in the spacious roof garden of the hotel, where there is ample room for displays by manufacturers, jobbers and publishers. The Monday morning meeting will be devoted to a get-acquainted session between wholesalers and dealers, while the afternoon meeting will be a closed session for dealers only. On Tuesday there will be a day-long business meeting, during which time the usual contract for the K. B. D. A. copyright line of notebooks, tablets and fillers will be let. The banquet will be held Monday evening at the Hotel Kansan.

N. Y. Booksellers League Plans Gala Ladies' Night

THE ANNUAL LADIES' NIGHT of the New York Booksellers League, which as has already been announced in the *Publishers' Weekly*, will be held at the Aldine Club, 200 Fifth Avenue, on the evening of February 21st, will be quite different from the usual Ladies' Night, according to the Entertainment Committee, which has made elaborate plans for the evening. Tables will be arranged cabaret style in order to permit dancing during the dinner; the Serenading Creole Orchestra has been engaged to play and entertain from 7 P.M. to 1 A.M., and there will be a program of tap-dances in costume under the direction of Anne Schley Duggan. John Barnes Pratt will be the toastmaster.

Following the entertainment, all who wish to may dance until 1 o'clock. Tickets will be \$2.50 per person and may be obtained from Theodore E. Schulte, 80 Fourth Avenue, New York City, Algonquin 4-2550. Reservations must be made not later than Tuesday noon, February 20th. Dress will be informal.

S & S Buys New Dickens Title

AMERICAN PUBLICATION RIGHTS for Dickens' hitherto unpublished "The Life of Our Lord" have been sold to Simon & Schuster, who will publish the book here some time in the fall.

Change in Joint Board

MRS. ALICE STEINLEIN of the Greenwood Book Shop, Wilmington, Del., has resigned from the Joint Board of Publishers and Booksellers on which she has served since last March. Harriet Anderson of the Channel Book Shop, New York City, has been named to the Board in Mrs. Steinlein's place.

Parents' Magazine Awards

ON FEB. 21 the *Parents' Magazine* will present its eighth annual medal award for the most outstanding books of 1933 in the field of child care and training. Awards will be made jointly to The Payne Fund and the Motion Picture Research Council for "Motion Pictures and Youth," the nine-volume report of a four-year study concerning the effect of motion pictures upon children. Another medal will be presented to Dr. John E. Anderson, for his editing of the three-volume *Century Childhood Library* (Appleton) which makes available, in popular form, the findings of The White House Conference. Dr. Anderson is the author of the first book of the series, "Happy Childhood." Honorable mention will also be given "Parents, Children and Money" by Benjamin C. and Sidonie M. Gruenberg (Viking); "Two to Six" by Rose H. Alschuler (Morrow) and "Marriage" by Ernest R. Groves (Holt).

Howe's Business

PETE HOWE, man-about-the-book-trade, has become editor and publisher of a new weekly tabloid, *Book Business*, which is modeled somewhat on the lines of his old *Book Post*. The new publication will carry paid advertising and will also run free of charge copy carried in the New York *Evening Post* and the Philadelphia *Record*, two of the papers for which Pete is handling book advertising. The others are the Camden *Evening Courier* and the Camden *Morning Post*. He plans to use *Book Business* as a merchandising adjunct to the book advertising in the publications he represents. The first issue, 12 pages in size, was notable for publicity material from a dozen or so publishers as well as news from numerous booksellers, while the second ambitiously carried in its 20 pages the complete transcript of the hearing in Washington on the Booksellers' Code.

Communications

TWO THEFTS

Miami University,
Oxford, Ohio.

February 6, 1934

Editor, Publishers' Weekly:

Sometime Friday night, February 3, or early Saturday morning, February 4, thieves broke into the Miami University Library and stole a volume of St. Augustine's "Collected Works" in Latin, printed in Strassburg by Martin Flach, in 1491. Bound in the same volume was another work called "Fasciculus Temporum." At the same time there was taken a Latin edition of Plautus' "Comedies" printed in 1587.

EDGAR W. KING,
Librarian.

Bennett Book Studios,
160 E. 56th Street,
New York City.
February 3, 1934

Editor, Publishers' Weekly:

Sometime during the month of January two first editions, fortunately our own, disappeared from this shop, and we have concluded that it must be a case of theft. One is a fine first, in original boards, of Irving's "Alhambra" and the other is Hawthorne's "Celestial City," 1843. Both volumes are marked for identification. These are not common items, and I want dealers to know that they are "loose."

WHITMAN BENNETT.

MISSTATEMENT

33, Gt. James Street,
Gray's Inn,
London, W.C.1.
January 26, 1934

Editor, Publishers' Weekly:

In your issue of January 19, 1934, you state that from No. 1 Barter Street, London, there "is being issued a monthly periodical for Collectors called *The Plain Dealer* with John Gawsworth as Literary Editor."

I must point out that this is a serious misstatement, as I resigned from the position of Literary Editor of this paper before the first issue was published, and at my request a note of my resignation appeared in that number.

JOHN GAWSWORTH.

Obituary Note

A. M. ROBERTSON

ALEC M. ROBERTSON, San Francisco's oldest bookseller, died February 12th. Mr. Robertson was one of the best-known booksellers on the Pacific Coast. In 1926 and 1927 he was president of the San Francisco and Bay Counties Booksellers' Association. He led the fight for the net price agreement on the Pacific Coast, and was indefatigable in keeping books to the front during San Francisco's lean years. Many will remember him for his support of George Sterling, others for the *Californiana* which he published.

JAMES F. FLYNN

JAMES F. FLYNN, who had been connected with the retail booktrade in New York City for more than thirty years, died on February 1st following an operation. He was a salesman at Dutton's, Inc., at the time of his death. Mr. Flynn, "Jerry" to his friends, began with Duttons at the 23rd Street store early in the century. When the uptown store was opened in 1913, he was left at the 23rd Street store as second in command, and when that store was closed he joined the Putnam Bookstore. Two years ago he rejoined Duttons. Henry C. Smith, president of Duttons, Inc., said of him: "He made happy the most difficult customer and made hosts of friends, real friends. He is missed greatly by all of us at Duttons—a good bookman and a good companion."

MARCUS L. BURDICK

MARCUS L. BURDICK, traveler for Scribner's, died on February 9th as a result of an automobile accident near Gadsden, Alabama. He was on his way to Birmingham when the accident occurred and died about half an hour after reaching the hospital. The funeral service was held at his home in Glen Cove, L. I., on February 12th. He was 32 years old.

"Dick" Burdick, as he was known throughout the trade, was born in Troy, and his family later moved to Philadelphia where he was connected for several years with the American Baptist Publication Society. In September, 1922 he joined the Scribner sales force, and has covered almost all sections of the country for them. In recent years he has concentrated on the South, and was one of the most liked and hardest working men in the entire book trade.

Market News

One Month from Now—A Forecast

- MURDER OF THE SECRET AGENT, by J. S. Fletcher. *Knopf*, \$2.
- THE OPPERMANNNS, by Lion Feuchtwanger. *Viking Press*, \$2.50.
- ANITRA'S DANCE, by Fannie Hurst. *Harper*, \$2.
- A FEATHER IN HER HAT, by I. A. R. Wylie. *Doubleday, Doran*, \$2.50.
- HARRIET, by Elizabeth Jenkins. *Doubleday, Doran*, \$2.
- SUPERSTITION CORNER, by Sheila Kaye-Smith. *Harper*, \$2.50.
- A GUIDE TO CIVILIZED LOAFING, by H. A. Overstreet. *Norton*, \$2.
- THE STORY OF A COUNTRY BOY, by Dawn Powell. *Farrar & Rinehart*, \$2.
- AFTER WORLDS COLLIDE, by Edwin Balmer and Philip Wylie. *Stokes*, \$2.
- ART AS EXPERIENCE, by John Dewey. *Minton, Balch*, \$3.75.
- THE BRIGHT LEXICON, by Donald Peattie. *Putnam*, \$2.50.
- Mar. 19. The last of the Chaney and Camberwell series.
- Mar. 19. This story of a Jewish family in Hitler Germany sold 10,000 copies in its first three weeks in England. Initial consumer advertising budget, \$5,000. Window cards and other dealer aids. Viking's big spring book.
- Mar. 21. A novel of New York life—Anitra is a musician's daughter. Daily paper advertising, posters and publicity for the author.
- Mar. 21. A novel about a delightful group of people in London. Small pastel poster of the jacket painting.
- Mar. 21. A horror story which comes well recommended from England.
- Mar. 21. A tale of religious persecution in Elizabethan England.
- Mar. 22. The author of "The Enduring Quest" and other popular books tells how to make good use of our leisure time.
- Mar. 22. A self-made man, his rise and fall.
- Mar. 23. What happened to the sole survivors of the earth, by the authors of "When Worlds Collide."
- Mar. 23. A fresh analysis of aesthetics as a normal mode of experience.
- Mar. 23. The story of an infant prodigy brought up on the Riviera. Putnam's big spring novel.

Out This Week

- THE AMERICAN ADVENTURE, by M. J. Bonn. *John Day*, \$2.50.
- FIREWEED, by Mildred Walker. *Harcourt, Brace*, \$2.50.
- FALLING STAR, by Vicki Baum. *Doubleday, Doran*, \$2.
- FIRST OVER EVEREST! by Commander P. F. M. Fellowes and others. *McBride*, \$3.50.
- THE FLOWERING THORN, by Margery Sharp. *Putnam*, \$2.50.
- FOOLS RUSH IN, by Anne Green. *Dutton*, \$2.50.
- JULIA NEWBERRY'S SKETCH BOOK, by Tracy Mygatt. *Norton*, \$2.50.
- OGDEN'S STRANGE STORY, by Edison Marshall. *Kinsey*, \$2.
- A German economist's estimate of our civilization. Author of "The Crisis of Capitalism in America."
- The Hopwood Award Prize Novel—an absorbing story of a northern Michigan lumber town. National advertising.
- Vicki Baum's first American novel, the story of a Hollywood ex-star of the silent screen who tries to come back in the talkies.
- An account of the first flight over Mt. Everest. Third printing before publication.
- A well-written light novel, candidate for the Rosman market. A best seller in England.
- A more serious Anne Green novel, touched with her usual whimsicality. Will come in on Dutton's best advertising.
- Publication date was advanced to allow for week-end displays before Valentine's Day. There were many windows and displays in N. Y. Norton had the best advance they've had on any book in three years.
- An exciting story of Alaskan adventure by a popular author.

Market News

Out This Week—Continued

- PARCHED EARTH, by Arnold B. Armstrong. *Macmillan*, \$2.50.
- THE POSTMAN ALWAYS RINGS TWICE, by James M. Cain. *Knopf*, \$2.
- THE STORY OF THE SFORZAS, by L. Collison-Morley. *Dutton*, \$3.75.
- THE STREET OF STRANGE FACES, by Louis Joseph Vance. *Lippincott*, \$2.
- SUCH IS MY BELOVED, by Morley Callaghan. *Scribner*, \$2.
- THEY ALL SANG, by Edward B. Marks. *Viking Press*, \$3.50.
- THIS ROAD TO RECOVERY, by John F. Wharton. *Morrow*, \$1.50.
- THREE PLAYS, by Bernard Shaw. *Dodd, Mead*, \$2.50.
- VALOUR, by Warwick Deeping. *McBride*, \$2.
- WE RIDE THE GALE! by Emilie Loring. *Penn*, \$2.
- THE WORLD IS YOURS, by G. B. Lancaster. *Appleton-Century*, \$2.50.
- A dark horse Macmillan is promoting. A story of a fight among the inhabitants of a California town, that forces hypocrisies into the open.
- Not a detective story, but a hard-boiled account of a murder and how it was planned. To be advertised.
- An account of the Italian Renaissance family. Extensive advertising.
- A New York underworld story, by the late author of the "Lone Wolf" tales.
- A new novel by a Canadian writer who commands attention. The story of a priest who tries to help two prostitutes.
- Memoirs of popular American music from Pastor to Vallee, by a veteran music publisher. Has already received considerable newspaper publicity. Posters, circulars and a big Viking campaign.
- Non-technical explanation of the New Deal economics for the average citizen. Morrow plans a big publicity campaign.
- One play was produced here last year. "On the Rocks" will be produced soon. Brentano format with Shaw prefaces. Window displays.
- A typical Deeping romance with a war background. Imprinted postcards and advertising.
- Romance with background of a luxurious country estate, by an author who is always a best seller.
- Pioneer days in Alaska in a new novel by the author of the very successful "Pageant." A.C. will back it to the limit with national advertising, a three-color poster, cut-out figures of the characters, imprinted postcards, etc., etc.

Current Best Sellers

- ANTHONY ADVERSE, by Hervey Allen. *Farrar & Rinehart*, \$3.
- WORK OF ART, by Sinclair Lewis. *Doubleday, Doran*, \$2.50.
- THE MOTHER, by Pearl S. Buck. *John Day*, \$2.50.
- THE STATE VERSUS ELINOR NORTON, by Mary Roberts Rinehart. *Farrar & Rinehart*, \$2.
- WITHIN THIS PRESENT, by Margaret Ayer Barnes. *Houghton Mifflin*, \$2.50.
- MEN AGAINST THE SEA, by Charles B. Nordhoff and James N. Hall. *Little, Brown*, \$2.
- ULYSSES, by James Joyce. *Random House*, \$3.50.
- SEA LEVEL, by Anne Parrish. *Harper*, \$2.50.
- First on the *Herald-Tribune's* latest best seller list, the best fiction seller at McClurg's last week and the best seller at Chicago, St. Louis and San Francisco stores reporting to the *Times*.
- Fourth printing brings its total to 100,000. This and "Anthony Adverse" tie for first place this week. The best in fiction sales at N. Y., Boston, Philadelphia, and Washington stores reporting to the *Times*.
- Fiction leader at Miller's and Davison Paxton's in Atlanta. Second at six San Francisco stores listed in the *Times*.
- Third at N. Y. and Philadelphia stores last week, second in Atlanta.
- Selling well everywhere.
- Third on the *Herald-Tribune* list, third at six Boston stores last week.
- Advance sale was 13,000 copies, and about 10,000 have been sold since publication. Third printing.
- Eleventh printing.

Market News

Current Best Sellers—Continued

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|---|--|
| A MODERN TRAGEDY, by Phyllis Bentley. <i>Macmillan</i> , \$2.50. | Sold second in fiction at McClurg's last week. Second on the <i>Times</i> Chicago list, third on the <i>Chicago Daily News</i> best seller list. |
| OIL FOR THE LAMPS OF CHINA, by Alice Tisdale Hobart. <i>Bobbs-Merrill</i> , \$2.50. | Selling steadily and increasingly everywhere. |
| THE THIN MAN, by Dashiell Hammett. <i>Knopf</i> , \$2. | 20,000 sold. Third in fiction at six San Francisco stores listed in the <i>Times</i> . |
| LIFE BEGINS AT FORTY, by Walter B. Pitkin. <i>Whittlesey House</i> , \$1.50. | Non-fiction leader on the <i>Daily News</i> and <i>Herald-Tribune</i> best seller lists last week. |
| BRAZILIAN ADVENTURE, by Peter Fleming. <i>Scribner</i> , \$2.75. | Best seller at five Chicago stores reporting to the <i>Times</i> . |
| THE NATIVE'S RETURN, by Louis Adamic. <i>Harper</i> , \$2.75. | Non-fiction best seller in N. Y., Boston and Washington last week, according to the <i>Times</i> . |
| CROWDED HOURS, by Alice Roosevelt Longworth. <i>Scribner</i> , \$3. | Third in Boston and Chicago stores. |
| MORE POWER TO YOU! by Walter B. Pitkin. <i>Simon & Schuster</i> , \$1.75. | Second on the <i>Daily News</i> list, third at McClurg's. |
| 100,000,000 GUINEA PIGS, by Arthur Kallet and F. J. Schlink. <i>Vanguard Press</i> , \$2. | Selling well everywhere. |
| MARIE ANTOINETTE, by Stefan Zweig. <i>Viking Press</i> , \$3.50. | Reported second by Atlanta and New Orleans stores in the <i>Times</i> . |
| TIMBER LINE, by Gene Fowler. <i>Covici, Friede</i> , \$3. | Third at four St. Louis stores last week, according to the <i>Times</i> . |
| THE MAN OF THE RENAISSANCE, by Ralph Roeder. <i>Viking Press</i> , \$3.50. | Fifth on both the <i>Daily News</i> and <i>Herald-Tribune</i> best seller lists. |

Other Bookstore Favorites

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|---|--|
| THE GALLOWS OF CHANCE, by E. Phillips Oppenheim. <i>Little, Brown</i> , \$2. | Third in fiction sales at McClurg's last week. A Boston best seller. |
| GLASS, by Howard Stephenson. <i>Kendall</i> , \$2.50. | Led all fiction in sales at three New Orleans stores last week. |
| THE MOON THROUGH GLASS, by Coningsby Dawson. <i>Knopf</i> , \$2.50. | Second at New Orleans stores, according to the <i>Times</i> . Best seller at the Carteret Book Shop, Newark. |
| PASSION'S PILGRIMS, by Jules Romain. <i>Knopf</i> , \$2.50. | First reported a best seller by San Francisco stores. |
| TWO O'CLOCK COURAGE, by Gelett Burgess. <i>Bobbs-Merrill</i> , \$2. | The <i>Times</i> reports it a Philadelphia best seller. |
| CULBERTSON'S SUMMARY. <i>Bridge World</i> , \$1. | Leads all non-fiction at McClurg's. |
| JOSEPHINE, by E. A. Rheinhardt. <i>Knopf</i> , \$3. | A Brentano, N. Y. favorite, reported also by Philadelphia stores. |
| CHRISTINA OF SWEDEN, by Margaret Goldsmith. <i>Doubleday, Doran</i> , \$2.50. | Third at Brentano's in non-fiction last week. |
| THE FIRST BILLION, by John K. Winkler. <i>Vanguard Press</i> , \$2.50. | The leader at six Philadelphia stores last week according to the <i>Times</i> . |
| FABULOUS NEW ORLEANS, by Lyle Saxon. <i>Appleton-Century</i> , \$5. | Several years old, this book, in the same series with "San Francisco," which heads that city's list, is the New Orleans best seller. This Mardi Gras season is the peak of the year for visitors to New Orleans. |

Market News

Recent Books on War and Peace

EVERY WEEK this department prints a list of books on special subjects. We will be glad to receive suggestions from booksellers as to subjects which will be helpful to them.

AMERICA FACES THE NEXT WAR. By Frank Simonds. *Harper*, \$1.

CRY HAVOC! By Beverley Nichols. *Doubleday*, \$2.

WHAT WOULD BE THE CHARACTER OF A NEW WAR? *Smith & Haas*, \$2.50.

WHY WAR? By Albert Einstein and Sigmund Freud. *World Peace Foundation*, \$1.

THE ARMAMENTS RACKET. By P. E. T. Widdrington. *Morehouse*, 25c.

ARMAMENT MANUFACTURE AND TRADE. By Constance Drexel. *Carnegie Endowment for International Peace*, 05c.

THE HOUR OF DECISION. By Oswald Spengler. *Knopf*, \$2.50.

WAR UNLESS—. By Sisley Huddleston. *Lippincott*, \$2.

CAN WE LIMIT WAR? By Hoffman Nickerson. *Stokes*, \$2.75.

PIPE DREAMS OF PEACE. By John W. Wheeler-Bennett. *Morrow*, \$3 (March 28).

NAZI GERMANY MEANS WAR. By Leland Stowe. *Whittlesey House*, \$1.50 (February 25).

PROPERTY OR PEACE? By H. N. Brailsford. *Scribner*, \$2.50 (March).

Business Notes

MINNEAPOLIS, MINN.—The Bookshop at 1036 Nicollet Ave. has gone out of business.

WATERBURY, CONN.—The Little Old Book Shop has been opened at 29 Leavenworth St., by Sophia B. Smith.

CANADA—Charles Scribner's Sons and H. C. Kinsey & Co., who were formerly represented in Canada by Copp, Clark Co., have made new arrangements for selling their books in Canada. E. S. Fowkes, formerly with the Copp, Clark Co., will act as the special representative of both these publishers in the provinces of Ontario and Quebec. The publishers will conduct their

Canadian business from their publishing offices in New York by direct shipments and through the branches of The American News Co., Ltd. in Canada, which will carry stocks of their books.

Correction

C. W. WALLACE and C. Z. Heller will represent this year the firms of Cupples and Leon and Platt & Munk. They will not carry the Samuel Gabriel Sons & Co. line, as was incorrectly noted in the Travelers' Number.

Change in Price

OXFORD UNIVERSITY PRESS, NEW YORK, INC.

Harvey: "Oxford Companion to English Literature," now \$5.00.

Collins: "Authors' & Printers' Dictionary," cloth, now \$1.75.

Book Club Selections

LITERARY GUILD

March—"I Went to Pit College" by Lauren Gilfillan. *Viking*.

BOOK-OF-THE-MONTH CLUB

March—"The Robber Barons" by Matthew Josephson. *Harcourt, Brace*.

SCIENTIFIC BOOK CLUB

February—"The Hour of Decision" by Oswald Spengler. *Knopf*.

RELIGIOUS BOOK CLUB

February—"Reflections on the End of an Era" by Reinhold Niebuhr. *Scribner*.

CATHOLIC BOOK CLUB

February—"The Cross of Peace" by Philip Gibbs. *Doubleday*.

FREETHOUGHT BOOK CLUB

March—"Charles Bradlaugh: Champion of Liberty," contributions by George Bernard Shaw and others. *Freethought Press Ass'n*.

LUTHERAN BOOK CLUB

February—"The Christian Message for the World Today," a symposium. *Round Table Press*.

The Weekly Record

Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

Ar: Fine Arts	Dr: Drama	Hi: History	Po: Poetry	Sp: Sports
Bi: Biography	Ec: Economics	Ju: Juveniles	Re: Religion	Tr: Travel
Bu: Business	Fi: Fiction	Mu: Music	Sc: Science	

- Adamic, Louis, tr.** ★
Struggle; tr. from the Yugoslav. 41p. il. D c.
Los Angeles, Arthur Whipple, 1169 N. Virgil Ave.
pap., .50
An account of the tortures of political prisoners in Yugoslavia.
- Agnew, Kate E. and Cohle, Margaret**
Baby animals on the farm [primary reader].
160p. il. (col.) D '33 Yonkers, N. Y., World
B'k .68
- Ahern, George P.**
Forest bankruptcy in America; 2nd ed. 320p. O
'34 Strasburg, Va., Shenandoah Pub. House 2.00
- Allen, Eleanor** Po
Seeds of earth. 66p. D '33 Portland, Ore., Metro-
politan Press 1.00
- Anderson, Paul Lewis** Ar
Pictorial photography; its principles and practice;
3rd ed., rev. 311p. il., diagrs. D [c. '17-'34] Phil.,
Lippincott 3.50
- Anonymous** Fi
Sin-child. 320p. D (Popular copyrights) [c. '33]
N. Y., Grosset .75
- Armstrong, Arnold B.** Fi
Parched earth. 430p. D c. N. Y., Macmillan 2.50
The story of a contemporary struggle between the
various racial elements and business interests of a
California fruit-farming valley.
- Austin, Anne** Fi
One drop of blood; a mystery novel. 319p. D
(Popular copyrights) [c. '32] N. Y., Grosset .75
- Bailey, Henry Christopher** Fi
Case for Mr. Fortune. 308p. D (Popular copy-
rights) [c. '30-'32] N. Y., Grosset .75
- Bailey, Liberty Hyde**
Gardener's handbook; successor to The Gardener.
292p. il. O c. N. Y., Macmillan 3.00
Brief directions for the growing of common flowers,
vegetables and fruits in the garden and about the
home. The arrangement is alphabetical.
- Bailey, Temple** Fi
Little girl lost. 318p. D (Popular copyrights)
[c. '32] [N. Y., Grosset] .75
- Baker, Rannie Belle** Re
The concept of a limited God. 254p. O '34
Strasburg, Va., Shenandoah Pub. House 3.00
- Ballew, Charles, pseud. [Charles Horace Snow]** Fi
Cowpuncher. 293p. D c. N. Y., Morrow 2.00
Jim Johnson found plenty of excitement and trouble
when he returned to Big Grass Valley to marry
Nadine.
- Barr, Cecil** Fi
Amour—French for love. 315p. D c. N. Y.,
Liveright 2.00
A young English millionaire experiments with love.
- Bartley, Nalbro Isadorah [Mrs. Martin Clark]** Fi
Pease porridge hot. 317p. D [c. '34] Ind., Bobbs-
Merrill 2.00
A story of crossed love and marriage that is laid
in these present hard times.
- Baum, Vicki [Frau Richard Lert]** ★ Fi
Falling star; tr. [from the German] by Ida Zeit-
lin. 307p. D '34, c. '32-'34 Garden City, N. Y.,
Doubleday 2.00
Donka Morescu, a Hollywood screen star whose ca-
reer was ruined by the talkies, won a chance to come
back through her love for Oliver Dent, but her fight
to succeed conflicted with her love affair.
- Baxter, George Owen** Fi
Call of the blood. 316p. D [c. '34] N. Y.,
Macaulay 2.00
The story of a white boy who had been raised by a
Cheyenne tribe, and was at home neither with the
Indians nor people of his own race, but whose courage
finally won his own place for him.

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

★ indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

Beard, Charles Austin, ed.

Whither mankind; a panorama of modern civilization. 415p. il. O [c. '28] N. Y., Blue Ribbon B'ks 1.00

Beard, Charles Austin and Smith, G. H. E.

The idea of national interest. 592p. (bibl. footnotes) O c. N. Y., Macmillan 3.75
An analytical study in American foreign policy.

Belloc, Hilaire

William the Conqueror. 144p. front. D (Appleton biographies) c. N. Y., Appleton-Century 1.50

Bennett, Wilma

The student library assistant; a workbook, bibliography and manual of suggestions. 275p. (bibls.) O ['34, c. '33] N. Y., H. W. Wilson 2.40
The author is librarian of the La Porte, Indiana, High School Library.

Benson, Edward Frederic

As we were; a Victorian peep show. 311p. front. (por.) O [c. '30] N. Y., Blue Ribbon B'ks 1.00

Berg, Louis

Devil's circus. 288p. D '34 N. Y., Godwin 2.00

Bliss, Sylvia Hortense

Sea level [prose-poems]. 90p. D '33 N. Montpelier, Vt., Driftwind Press 1.50

Bonn, Moritz Julius

The American adventure; a study of bourgeois civilization; tr. [from the German] by Mabel Brailsford. 318p. (bibl. footnotes) D [c. '34] N. Y., John Day 2.50
A survey of American history and a critical estimate of our growth and trends, by a well-known German professor.

Boykin, Edward C., ed.

Facsimiles of famous American documents and letters. F [c. '34] N. Y., Blue Ribbon B'ks bds., 2.00, bxd.

Facsimiles of twenty-six documents and letters, including the Declaration of Independence, Lincoln's Gettysburg Address, Burr's challenge to Hamilton and the Monroe Doctrine are contained in the box. There is also a sixty-two-page pamphlet explaining the facsimiles.

Brill, Edith

New bed. 282p. D [c. '34] N. Y., Greenberg 2.00

A young girl marries an older man, and then falls in love with his handsome young cousin. England is the setting.

Brotherston, Bruce W.

A philosophy for liberalism. 191p. (3p. bibl.) O c. Bost., Beacon Press 2.00
The author views the present difficult world situation as a crisis in the development of liberalism, and proposes a program of conduct for liberals.

Arnot, F. L.

Collision processes in gases. 112p. (4p. bibl.) diagrs. S (Methuen's monographs on physical subjects) ['33] [N. Y., Dutton] 1.20

Baldwin, Raymond William

Price differentials in wheat futures between Kansas City and Chicago. 55p. (bibl. footnotes) diagrs. O (School of Business studies in business administration, v. 4, no. 2) [c. '34] Chic., Univ. of Chic. Press pap., .75

Bartlett, R. W.

Prices and consumption of milk in specific cities, as related to industrial payrolls and other economic factors. 81p. diagrs. O (Agri. Exp. Sta. bull. 397) '34 [Urbana], Univ. of Ill. pap., apply

Brown, Beth

Man and wife. 305p. il. O (Popular copyrights) [c. '33] [N. Y., Grosset] .75

Bruette, William Arthur

The Scottish terrier. 226p. il., diagrs. O c. N. Y., Watt 2.50
The care and breeding of the Scottish terrier.

Burne, Glen

Murder to music. 280p. D (Red badge b'ks) [c. '34] [N. Y.], Dodd, Mead 2.00
Douglas Blair, young music critic, helps the police solve the murder which took place in a crowded New York concert hall.

Cain, James Mallahan

The postman always rings twice. 187p. D c. N. Y., Knopf 2.00

A hard-boiled narrative about a young tramp who fell in love with the wife of the Greek proprietor of a roadside restaurant—how they planned to murder the Greek, how the first plan failed, but the second succeeded.

Calder-Marshall, Arthur

About Levy; a novel. 251p. D '34, c. '33 N. Y., Scribner 2.00

The story of Claude Levy, a doctor accused of murdering a patient, and of how his trial affected widely varied classes of men and women in London.

Caldwell, Mary French [Mrs. Winston Caldwell]

Andrew Jackson's Hermitage. 119p. il. D '33 c. Nashville, Ladies' Hermitage Ass'n 1.00
An account of Andrew Jackson's Tennessee home and of his life in it.

Callaghan, Morley

Such is my beloved. 288p. D c. N. Y., Scribner 2.00

The story of Father Dowling, an eager young priest, who became deeply interested in the welfare of two prostitutes.

Campbell, Homer Orpheus

Socialized money. 160p. (bibl. notes) diagrs. D '33 c. Seattle, Wash., Author, 1525-45th Ave., S. W. 1.50

A plan for a socialized money system to regenerate our economic life.

Canadian almanac (The) and legal and court directory for the year 1934; ed. by Horace C. Corner. 656p. map (col.) O '34 Toronto, Can., Copp Clark Co. 6.00

Carruthers, Margaret

Bondage. 270p. D [c. '34] N. Y., Greenberg 2.00

The story of the struggle between conscience and desire in a man who falls in love with the wife of his friend and benefactor.

Bullock, Roy Johnson

A history of the Great Atlantic and Pacific Tea Company. 24p. Q '33 Balt., Johns Hopkins Press pap., .25

Bureau of Medical Economics, American Medical Association

An introduction to medical economics. 55p. (2p. bibl. note) O [c. '33] Chic., Amer. Medical Ass'n pap., apply

Medical relations under workmen's compensation. 157p. (bibl. footnotes) diagrs. O [c. '33] Chic., Amer. Medical Ass'n pap., apply

Burton, Richard

The lyric heart [verse]. S (Vest pocket ser.) '33 Winter Park, Fla., Angel Alley Press pap., .30

1 copy
O.W.B.

Casey, Robert Joseph**Tr**

Easter Island; home of the scornful gods. 333p. (bibl.) il., maps O [c. '31] N. Y., Blue Ribbon B'ks 1.00

Castiglioni, Arturo

The renaissance of medicine in Italy; the Hideyo Noguchi lectures. 105p. front. D (Inst. of Hist. of Medicine; ser. 3, v. 1) '34 Balt., Johns Hopkins Press 1.50

Catholic Revival and the Kingdom of God, The; introd. by Rev. C. Clark Kennedy.**Re**

152p. S [c. '34] Milwaukee, Morehouse pap., .75
Addresses and papers delivered at the Sixth Catholic Congress of the Episcopal Church, Philadelphia, Oct. 22-26, 1933, in commemoration of the centenary of the Catholic Revival.

Champion, Frederick Walter

The jungle in sunlight and shadow. 286p. il. O N. Y., Scribner 7.50
Descriptions of jungle animals and their habits. Profusely illustrated with photographs.

Christie, Agatha Miller [Mrs. Max Edgar Lucien Mallowan]**Fi**

The Tuesday Club murders. 253p. D (Popular copyrights) [c. '28-'33] N. Y., [Grosset] .75

Church, Jerry

Journal of travels, adventures, and remarks of Jerry Church; ed. by A. Monroe Aurand, Jr.; lim. ed. (reprint of 1845 ed.). 89p. O '34 Harrisburg, Pa., Aurand Press 2.50

Church, Peggy Pond**Po**

Foretaste [lim., signed, numbered ed.]. 73p. D [c. '33] Santa Fe., N. M., Writers' Editions, P. O. Box 822 2.00

Coleman, Laurence Vail

Historic house museums. 199p. (5p. bibl.) il., maps O '33 c. Wash., D. C., Amer. Ass'n of Museums, Smithsonian Inst. bds., 2.50
A guide to the management of historic house museums in this country, with many illustrations of such houses, and a directory.

Collison-Morley, Lacy**Hi**

The story of the Sforzas. 324p. (4p. bibl.) il., map O [c. '34] N. Y., Dutton 3.75
A history of the Sforzas, Dukes of Milan and famous Italian family of the Renaissance.

Comstock, Mrs. Harriet Theresa Smith**Fi**

The flame of devotion. 314p. D (Popular copyrights) [c. '32] N. Y., Grosset .75

Corbin, Alice [Mrs. Alice Corbin Henderson]**Po**

The sun turns west [lim., numbered, signed ed.]. 75p. D [c. '33] Santa Fe., N. M., Writers' Editions, P. O. Box 822 2.00

Coryn, M.**Bi**

The black eagle, Bertrand du Guesclin, sword of France. 321p. (bibl.) O (Literary Digest b'ks) c. N. Y., Funk & Wagnalls 2.75
An account of the Breton warrior and his exploits during the Hundred Years War, which finally led to his becoming Constable of France. Told in narrative form.

Crockett, David**Ju**

The adventures of Davy Crockett, told mostly by himself; il. by John W. Thomason, Jr. 267p. il. (pt. col.) O c., N. Y., Scribner 2.50

Darrow, Clarence Seward**Bi**

The story of my life [cheaper enl. ed.]. 503p. il. (pors.) D '34, c. '32 N. Y., Scribner 1.00

Davis, Horace W.

Money sense; an introduction to personal economics [foreword by Ralph C. Hutchison]. 267p. (bibl.) diagr. D c. N. Y., McGraw-Hill 2.00

Accounting, budgeting, buying, saving—advice on personal economic planning, prepared primarily for the college freshman, by the former president of the Agfa-Ansco Film Corporation.

Day, Lewis Foreman**Ar**

Pattern design; a book for students, treating in a practical way of the anatomy, planning and evolution of repeated ornament; 2nd ed., rev. and enl. by Amor Fenn. 318p. il. (col. front.), diagrs. O [c. '34] N. Y., Scribner 4.00

Deeping, Warwick**Fi**

Valour; a novel. 320p. D '34 N. Y., McBride 2.00

The story of a steadfast and courageous love, set against a background of the World War.

Dekobra, Maurice**★ Fi**

The street of painted lips; tr. from the French by Neal Wainwright. 280p. D [c. '34] N. Y., Macaulay 2.00

A Frenchman and an American business man go to the aid of a nobly-born English woman who had been forced into a life of degradation in a North African port.

Depew, Ollie

Complete typewriting. 252p. O '34 Bost., Allyn & Bacon 1.25

Dickens, Charles**Fi**

A tale of two cities. 361p. O (Universal lib.) [n. d.] N. Y., Grosset 1.00

Dickinson, Robert Latou and Beam, Lura

The single woman; a medical study in sex education. 488p. front. O (Medical aspects of human fertility ser.; Williams & Wilkins b'k) [c. '34] N. Y., Reynal & Hitchcock 5.00

A scientific study of the sex life of the single woman, as revealed in 1078 case records. The series is issued by the National Committee on Maternal Health, Inc.

Dixon, Franklin W.**Ju**

Brushing the mountain top, or, Aiding the lost traveler. 222p. front. D (Ted Scott flying stories) [c. '34] N. Y., Grosset .50

Dodge, Mrs. Mary Mapes**Ju**

Hans Brinker, or, The silver skates. 256p. il. (col. front.) D [c. '33] Akron, O., Saalfeld .60

Duryee, William B.

A living from the land. 202p. (4p. bibl.) il., diagrs. D c. N. Y., Whittlesey House, McGraw-Hill 1.50

The New Jersey state Secretary of Agriculture gives practical advice for the person who wants to get established on a farm, produce, poultry or dairy.

Callarman, Eva

How to improve your Sunday school. 91p. (bibls.) S [c. '34] St. Louis, Bethany Press pap., apply

Ernest, Brother

Religion and living. 107p. S '33 Milwaukee, Bruce Pub. Co. pap., .60

Essays in criticism; second series. 270p. (bibl. notes) O '34 Berkeley, Univ. of Cal. Press pap., apply

Freeman, Eugene

The categories of Charles Peirce. 62p. (bibl. foot-notes) O c. Chic., Open Court Pub. Co. pap., 1.00

- Edwards, Leo** **Ju**
Jerry Todd and the flying flapdoodle. 251p. il., map D (Jerry Todd ser.) [c. '34] N. Y., Grosset .50
- Emerson, Haven, M.D.**
Alcohol, its effects on man. 123p. (3p. bibl.) D c. N. Y., Appleton-Century 1.00
A summary of the conclusions of the medical and related sciences regarding the effects of alcohol on man.
- Evans, Edwin** **Mu**
Handbook to the chamber and orchestral music of Johannes Brahms; first series to Op. 67 inclusive. 312p. O ['34] [N. Y., Scribner] 6.00
Historical and descriptive account of each work with exhaustive structural, thematic and rhythmical analyses, and a complete rhythmical chart of each movement.
- Faber, Elmer**
Behind the law; true stories compiled from the archives of the Pennsylvania State Police. 239p. il. D [c. '33] Greensburg, Pa., Chas M. Henry Pr. Co. 1.00
- Farjeon, Joseph Jefferson** **Fi**
The mystery of Dead Man's Heath. 252p. D (Red badge b'ks) c. N. Y., Dodd, Mead 2.00
An accident with his motorcycle projected Lionel North, barrister and crime investigator, into a sensational English murder mystery.
- Fellowes, P. F. M. and others** **Tr**
First over Everest! the Houston-Mount Everest Expedition, 1933. 264p. il., maps O c. N. Y., McBride 3.50
A first-hand account of the remarkable flight expedition over Mt. Everest, world's highest peak.
- Filene, Edward Albert** **Ec**
The consumer's dollar. 29p. D (John Day pamphlets no. 41) [c. '34] N. Y., John Day pap., .25
The well-known Boston merchant believes that an understanding of "the consumer's dollar" will result in the solution of financial problems and of many social problems.
- Ford, Leslie, pseud.** **Fi**
Murder in Maryland. 278p. D (Popular copyrights) [c. '32] N. Y., Grosset .75
- Fox, Barry** **Fi**
Hide-away island. 278p. D [c. '34] N. Y., Greenberg 2.00
Beth Woodman, disappointed in her marriage, escapes to a remote island, where she finds excitement and happiness.
- Francis, Earl B.**
Wide windows. 86p. O [c. '33] Hartford, Conn., Author, 286 Sheldon St. pap., 1.50
Short pithy sayings.
- Franck, Harry Alverson** **Tr**
Roaming through the West Indies. 495p. il. O [c. '20] N. Y., Blue Ribbon B'ks 1.00
- Gail, Otto Willi** **Sc**
Romp through physics. 64p. il. (col.), diagrs. (col.) O '34 N. Y., Knopf 1.50
The author explains the elementary facts of physics in informal style, as illustrated by events in our daily life.
- Garrison, Karl C.**
The psychology of adolescence. 377p. (bibl.) front. D (Prentice-Hall psych. ser.) '34 N. Y., Prentice-Hall 3.00
- Gates, Henry Leyford** **Fi**
The caballero; a brother to "The Spaniard." 320p. D c. N. Y., Watt 2.00
The modern romance laid in Mexico, of a high born Spanish-American girl and the bandit-caballero whom she allowed to kidnap her.
- Gibbon, Lewis Grassic, pseud. [J. Leslie Mitchell]** **Fi**
Cloud Howe. 308p. D '34, c. '33, '34 Garden City, N. Y., Doubleday 2.50
Laid in a little Scottish town, torn by modern industrial dissension, is this story of a minister, who waged a battle with himself as well as his congregation, and the story of his wife, for whom romantic love was dead.
- Goodwin, Joseph Carl** **Tr**
Through Mexico on horseback. 252p. il. D '34 Dallas, Southwest Press. 2.00
- Grady, Joseph F.** **Hi**
The Adirondacks; Fulton Chain-Big Moose region; the story of a wilderness. 326p. il., map O [c. '33] [Little Falls, N. Y., Journal & Courier Co.] 2.50
- Green, Anne** **Fi**
Fools rush in. 284p. D [c. '34] N. Y., Dutton 2.50
Eleanor Rockwell, young American girl, tells the story of her strange and romantic experiences in France and the United States.
- Hall, Leland**
Salah and his American. 198p. il. D '34, c. '31, '33 N. Y., Knopf bds., 2.00
The story of a young Negro boy who attaches himself, as he thinks, for life, to an American visiting Morocco.
- Hamilton, J. Arnott** **Ar**
Byzantine architecture and decoration. 180p. (11p. bibl.) il. (col. front.), diagrs. O (Historical architecture lib.) '34 N. Y., Scribner 7.50
A study of the origins, development and characteristics of Byzantine architecture and mural decoration.
- Heard, Sarah Dow and King, Morrill Whitney**
Stories of American leaders. 374p. il. (pt. col.), maps D [c. '34] Phil., Winston .92
Biographical sketches of men famous in American history. For elementary schools.
- Henderson, Nola** **Fi**
This much is mine! 328p. D c. N. Y., Smith & Haas 2.00
The story of Jo Terry, a high-spirited child, and of her life on the Oklahoma farm as she grew into a likable woman.
- Gross, Reuben Herman and Burnett, E. K.**
The practice of podiatry; a textbook on chiropody. 480p. (bibl.) il. O '33 N. Y., Harriman Pr. Co. 6.00
- Hanson, Peter: Pollard, Willard Lacy**
Condemnation appraisal procedure; pt. 1. The appraisal method; pt. 2. The legal interpretation. 467p. diagrs. O [c. '34] [Glendale, Calif., Peter Hanson, 221 Arden Ave.] lea. cl., 10.00
- Harris, James Coffee**
The persecution of progressives. 99p. O '33 Cave Spring, Ga., Author pap., .50
- Fry, Roger Eliot**
Art-history, as an academic study. 47p. D '33 [N. Y., Macmillan] pap., .75
- George, Charles**
Ten novelty skits. 36p. D '33 Minneapolis, Northwestern Press pap., .60
- Grierson, Herbert John Clifford**
Carlyle and Hitler; the Adamson lecture in the University of Manchester, December 1930 [revision of Carlyle and the hero]. 62p. D '33 [N. Y., Macmillan] pap., .90

- Hilton, Francis W.** **Fi**
Phantom rustlers. 279p. D c. N. Y., Kinsey 2.00
A western story in which a cattle baron and a Texas cowpuncher fight the rustlers who have also committed two murders.
- Hine, Muriel [Mrs. Sidney Coxon]** **Fi**
A man's way. 376p. D c. N. Y., Appleton-Century 2.50
The temperamental clashes of an English novelist and the selfish widow who has captured and married him.
- Hirst, Francis Wrigley** **Ec**
Money; gold, silver, and paper. 311p. (bibl. footnotes) D c. N. Y., Scribner 2.00
A history of money from earliest times down to the present day.
- Hope, Laura Lee** **Ju**
The Bobbsey twins solve a mystery. 218p. il. D (Bobbsey twins ser.) [c. '34] N. Y., Grosset .50
- Horton, Lillian Knapp**
Language for living in a new land; a first year book for beginners and near-illiterates. 248p. il. D [c. '34] Bost., Stratford 1.25
The author has had thirteen years' experience with foreign-born study groups.
- Hughes, R. O.** **Hi**
Making of our United States; rev. ed. 687p. il., maps D '33 Bost., Allyn & Bacon 1.80
- Hurst, Vida** **Fi**
Career for sale. 236p. D [c. '34] N. Y., Grosset .75
Ruth Sherwood, just graduated from college, wanted someone to invest in her business career, not thinking of the love that might come into her life.
- Kasen, H. A.** **Fi**
Her husband's wife. 276p. D c. N. Y., Watt 2.00
The story of a man and woman who no longer love each other, but are bound by marriage.
- Keown, Anna Gordon** **Fi**
Mr. Thompson in the attic. 363p. D c. N. Y., Morrow 2.50
A light novel which tells of the coming of Mr. Thompson as a new teacher in an English boys' school, and of the complications he caused.
- Kern, John Dwight** **Bi**
Constance Fenimore Woolson, literary pioneer. 204p. (15p. bibl.) front. (por.) O c. Phil., Univ. of Pa. Press 2.50
A critical biography of an American writer whose fiction was popular in the 1870's and '80's.
- Klickmann, Flora [Mrs. E. Henderson-Smith]**
The flower-patch garden book. 342p. D ['34] N. Y., Putnam 2.50
- Kyne, Peter Bernard** **Fi**
Two make a world. 284p. D (Popular copyrights) [c. '32] N. Y., Grosset .75
- Lancaster, G. B., pseud. [Edith J. Lyttleton]** **Fi**
The world is yours. 322p. O '34, c. '33, '34 N. Y., Appleton-Century 2.50
A love story laid in the pioneer Yukon country.
- Lapp, John Augustus and Ross, Adam Franklin** **Ec**
Economic citizenship. 313p. (bibls.) il., diagrs. D [c. '34] Bost., Heath 1.16
A textbook for the ninth grade or the first year of high school.
- Lemmon, Clarence Eugene** **Re**
The art of church management. 177p. S [c. '33] St. Louis, Bethany Press 1.00
- Lofting, Hugh** **Ju**
Doctor Dolittle's garden; il. by the author. 335p. il. (col. front.) D [c. '27] N. Y., [Grosset] 1.00
- Long, Haniel** **Po**
Atlantides; poems [lim., signed, numbered ed.]. 81p. D [c. '33] Santa Fe, N. M., Writers' Editions, P. O. Box 822 2.00
- Loring, Mrs. Emilie Baker [Josephine Story, pseud.]** **Fi**
Uncharted seas. 312p. D (Popular copyrights) [c. '32] N. Y., Grosset .75
- Lucas, Jay** **Fi**
The Seven Bar Seven ranch. 251p. D [c. '31, '34] N. Y., Macaulay 2.00
A detective-western story.
- Ludwig, Emil** **★ Bi**
Goethe; the history of a man, 1749-1832; tr. from the German by Ethel Colburn Mayne. 654p. front. (por.) O [c. '28] N. Y., Blue Ribbon B'ks 1.00
- McCulley, Johnston** **Fi**
The trusted outlaw. 284p. D c. N. Y., Watt 2.00
An exciting western story, with an outlaw hero.
- McGroarty, John Steven** **Po**
"Just California," and other poems. 205p. S '33 c. [Tujunga, Cal., Author] 2.00
- Magruder, Frank A.**
National governments and international relations. 650p. il., maps D '33 Bost., Allyn & Bacon 1.80
- Hilton, Robert**
What price youth; a domestic comedy in three acts. 82p. D '33 Minneapolis, Northwestern Press pap., 50
- Hobbs, Valine**
Written English for elementary grades; b'ks 3 and 4 [4th and 5th grades]. 63p.; 57p. Q '33 Oklahoma City, Harlow Pub. Co. pap., 30, ea.
- Hoffman, Ural Nathaniel**
Handbook for newswriters. 50p. il. O [c. '33] Tacoma, Wash., Johnson-Cox Co. pap., 50
- Hull, Harry Blair**
Household refrigeration; 4th ed. 700p. il. O [c. '33] Chic., Nickerson & Collins Co. 4.00
- Jones, William Ellis and Sloane, William M., 3rd**
Ballots for Bill. 128p. D (Playhouse plays) '33 N. Y., Fitzgerald Pub. Corp. pap., 35
- Jordan, Stroud and Langwill, Katheryn E.**
Chocolate evaluation. 231p. (bibls.) il., diagrs. O (Confectionery studies no. 3) c. N. Y., Applied Sugar Laboratories, 109 Wall St. 3.00
- Kaser, Arthur Leroy**
The Hoopsville fire department. 24p. D (Playhouse plays) '33 N. Y., Fitzgerald Pub. Corp. pap., 30
- Lewis, Hazel A.**
Planning for children in the local church. 90p. (bibls.) S [c. '33] St. Louis, Bethany Press pap., apply
- McCrum, Blanche Prichard**
An estimate of standards for a college library; planned for the use of librarians when presenting budgets to administrative boards. 78p. (bibl., bibl. notes) O '33 c. Lexington, Va., Washington & Lee Univ. pap., 55
- McRae, Glenn**
The Old Testament story. 95p. (bibl. notes) S [c. '33] St. Louis, Bethany Press pap., apply

March, William

Fi

Come in at the door. 349p. O c. N. Y., Smith & Haas 2.50
A novel laid in the Delta country of the Mississippi.

Marks, Edward B. and Liebling, Abbott J. Mu

Mu

They all sang; from Tony Pastor to Rudy Vallée. 332p. il. O c. N. Y., Viking 3.50

The musical history of America during the past half century, told in the lively memoirs of an "old-timer"—Edward B. Marks, music publisher—who knows almost all the songs, composers, singers and performers in the popular music game, past and present.

Marshall, Edison

Fi

Ogden's strange story. 283p. D c. N. Y., Kinsey 2.00
An adventure-romance of the Northwest.

Merezhkovskii, Dmitrii Sergieievich

★ Re

Jesus the unknown [tr. from the Russian by H. Chrouschoff Matheson]. 445p. (bibl. notes) D '34, c. '33 N. Y., Scribner 2.75
A study of Jesus' life.

Merrel, Mrs. Concordia

Fi

The miracle merchant. 337p. D (Popular copy-rights) [n. d.] N. Y., Grosset .75

Milton, John

The works of John Milton, v. 14-15. O '33 N. Y., Columbia Univ. Press
105.00, set; special ed., 315.00, set, subscr.

Mitchell, Gladys

Fi

The Saltmarsh murders. 302p. D (Popular copy-rights) ['33] N. Y., Grosset .75

Montague, Joseph Franklin, M.D.

I know just the thing for that. 275p. D [c. '34] N. Y., John Day 2.00
A book for those suffering with intestinal ailments, with warnings against nostrums and patent medicines.

Mooney, James David

Ec

The new capitalism. 229p. il., diagrs. (col.) O c. N. Y., Macmillan 3.50
Present economic and industrial problems are here presented and explained in a practical, illustrative manner for the average man and woman.

Moore, T. Sturge

Po

Collected poems of T. Sturge Moore; v. 4. 390p. D '34 N. Y., Macmillan 5.00

Morris Ira Victor

Fi

Covering two years. 307p. D ['34, c. '33] N. Y., Reynal & Hitchcock 2.00

A mystery which she alone knows clouds the life of Judith Mahon, who lives the life of a recluse with her elderly uncle in Boston. This novel is concerned with the two years during which she emerges from the depression that submerges the rest of her life.

[Mueller, Charles C.]

Pioneers of mixing cognac brandy at elite bars. 56p. il. T [c. '34] [N. Y., Author, 149 5th Ave.] pap., .60

Pioneers of mixing rums at elite bars. 64p. il. T [c. '34] [N. Y., Author, 149 5th Ave.] pap., .60

Pioneers of mixing wines at elite bars. 109p. il. T [c. '34] [N. Y., Author, 149 5th Ave.] pap., 1.00

Recipes for mixed drinks.

Murdock, George Peter

Our primitive contemporaries. 636p. (bibls.) il., maps D c. N. Y., Macmillan 5.00
An account of the customs and daily life of eighteen present-day primitive peoples.

Murrell, William

Ar

A history of American graphic humor; v. 1 (1747-1865); [foreword by Christopher Morley]. 263p. (2p. bibl.) il. Q ['34, c. '33] N. Y., Whitney Mus. buck., 5.00

Besides discussing the place of humor in the graphic arts and the specific occasion for the production of particular prints, the author places them in their background of social and political conditions. The book is copiously illustrated and contains many rare prints. It is the first of two volumes.

Murry, J. Middleton

The necessity of communism. 136p. D '34 N. Y., Thomas Seltzer, 347 5th Ave. 1.50

Myerson, Abraham, M.D.

Social psychology. 640p. (bibl.) il. D (Prentice-Hall psych. ser.) '34 N. Y., Prentice-Hall 3.50

Mygatt, Tracy Dickinson

Julia Newberry's sketch book, or, The life of two future old maids. 111p. il. obl. T [c. '34] N. Y., Norton 2.50

The publication of "Julia Newberry's Diary" brought to light her sketch book, locked away for years by her cousin, Minnie Clapp, of the "Diary." Now reproduced with a biographical interpretation by Minnie Clapp's daughter.

Ogden, George Washington

Fi

The guard of Timberline. 268p. D '34, c. '18, '34 N. Y., Dodd, Mead 2.00
A dramatic story of a forest Ranger, based on the fire which occurred in four forest reserves in Idaho in 1910.

Ortloff, Henry Stuart and Raymore, Henry Bond

New gardens for old; how to remodel the home grounds. 206p. il., diagrs. D c. Garden City, N. Y., Doubleday 2.00

Two landscape architects explain how to apply the principles of good landscape design in remodeling your own garden or grounds.

Page, Frances M.

The estates of Crowland Abbey; a study in manorial organization. 476p. (bibl. notes and foot-notes) il., map O (Cambridge studies in economic hist.) '34 [N. Y., Macmillan] 7.50

Martin, Kenneth J.

The waiver of jury trial in criminal cases in Ohio. 94p. O (J. H. Univ. Inst. of Law, Study of judicial administration in Ohio monographs) '33 Balt., Johns Hopkins Press pap., 1.00

Metropolitan Museum of Art

The American Wing; introd. by Joseph Downs. 7p. il. D (Picture b'ks, 3) '33 N. Y., Author pap., .25

Morris, Adah V.

Anonyms and pseudonyms [bibliography]. 22p. O [c. '33] Chic., Univ. of Chic. Press pap., .50

Mott, Francis J.

A new idea of the universe and of evolution. 16p. O '33 Bost., Beauchamp Pub. Co., 603 Boylston St. pap., .25

National Council of Northern Baptist Men

Coaching men for church tasks; rev. ed. 96p. (bibls.) front. (por.), diagr. D '34 Phil., Amer. Bapt. Pub'n Soc. pap., .25

Ojemann, Ralph H. and others

Researches in parent education, 2. 331p. (bibls.) diagrs. O (Univ. of Ia. studies in child welfare, v. 8; new ser., no. 270) '34 Iowa City, Univ. of Ia. 1.70; pap., 1.35

- Palmer, Herbert Edward** **Sp**
The roving angler; il. with wood engravings by Robert Gibbings. 251p. D ['34] N. Y., Dutton 2.50
Reminiscences and anecdotes about fishing.
- Parker, Eric**
College at Eton. 281p. front. D '34 N. Y., Macmillan 3.00
- Pearl, Raymond**
Constitution and health [somatology]. 97p. D (Psyche miniatures, gen. ser. no. 60) '33 N. Y., Barnes & Noble .70
- Perkins, Ruth**
Hand book on the use of crafts. 71p. (bibls.) O c. N. Y., Womans Press pap., .75
On the development of arts and crafts programs.
- Peyser, Ethel Rose**
The book of culture; a springboard to learning. 780p. (bibls.) O [c. '34] N. Y., Esser-Frederick, Inc., 234 E. 39th St. 4.00
Introductions to and outlines of literature, music, art, history, philosophy, and science, all cross indexed.
- Philby, Harry St. John Bridger** **Bi**
Harun al Rashid. 155p. front. D (Appleton biographies) c. N. Y., Appleton-Century 1.50
A biography of the mighty Arabian Caliph of the 8th century.
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The Portuguese pioneers. 366p. maps O (Pioneer histories) '34 N. Y., Macmillan 4.00
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Theodore Roosevelt; a biography. 637p. (6p. bibl.) front. (por.) O [c. '31] N. Y., Blue Ribbon B'ks 1.00
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Enchanted ways through England and Scotland. 301p. il., maps D ['34] N. Y., Morrow 2.50
Suggestions for motor trips through the beautiful countryside of England and Scotland.
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In season; short sermons with stories for Catholic youth on the cycles of the ecclesiastical year. 300p. O [c. '33] N. Y., J. F. Wagner 2.25
- Rhodes, Eugene Manlove**
Penalosa [lim., signed, numbered ed.]. 34p. D [c. '17, '34] Santa Fe, N. M., Writers' Editions, P. O. Box 822 pap., 1.00
An account of a dramatic episode which occurred in the Governor's Palace in Santa Fe about 1662. First published as a chapter in the author's novel, "West Is West."
- Robins, Mrs. Denise** **Fi**
No sacrifice. 252p. D c. N. Y., Watt 2.00
A love story of tangled relationships, based upon a girl's mistaken sacrifice.
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Corpus vasorum antiquorum, U. S. A.; fascicule 4, The Robinson Collection, Baltimore, Md., fascicule 1. 57p. il. F '34 Cambridge, Mass., Harvard 5.00, portfolio
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The Mormon trail. 247p. D (Popular copy-rights) [c. '33] N. Y., [Grosset] .75
- Rooney, Mary Frances, comp.**
Recital readings. 177p. D [c. '33] Bost., W. H. Baker pap., .75
Prose and poetry selections for children, juniors and adults.
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Toward a planned economy. 31p. D (John Day pamphlets no. 40) [c. '33] N. Y., John Day pap., .25
A summary of recent economic trends and experiments with suggestions as to probable future economic development.
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Exercises in first year algebra. 148p. D [c. '34] [N. Y.], Amer. B'k .96
The author is an instructor in Phillips Academy, Andover, Mass.
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Political and social growth of the United States, 1852-1933; rev. ed. 575p. (bibl.) il. O '34 N. Y., Macmillan 3.00
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Minute myths and legends. [il. by the author]. 160p. (bibl.) il., maps O [c. '34] N. Y., Grosset 1.00
Dramatic incidents pictured, with short accounts of the legends and myths they illustrate. The legends are from nearly every country, and are arranged geographically.
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Jungle ways. 308p. il., map O [c. '30, '31] N. Y., Blue Ribbon B'ks 1.00
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Circus company; life on the road with the traveling show; introd. by John Masefield; il. by the author. 310p. il. (col. front.) O ['34] [N. Y.], Putnam 3.25
The author, an English artist, tells about his experiences on the road while living with a traveling circus show and of the many staunch friends he made.
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Finding your place in life through vocational guidance and opportunities for training. 79p. front. (por.) D [c. '33] [N. Y.], Strathmore Guidance Bur., 119 W. 57th St.] pap., gratis
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Standard catalogue of early American coins, 1652-1796. 24p. il. O [c. '33] N. Y., Scott Stamp & Coin Co. pap., .25
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24p. O [n.d.] Cos Cob, Conn., Secretary, St. Dunstan's Abbey .50; pap., .25

Shannon, William J.**Dr**

Movie making made easy; a handbook for the amateur movie maker who would make the best use of his equipment. 219p. il., diagrs. D [c. '34] Nutley, N. J., Moorfield & Shannon, 66 Elm Pl. 2.00

Sharp, Margery**Fi**

The flowering thorn. 311p. D c. N. Y., Putnam 2.50

Lesley Frewen, bored with smart London life, adopts a child and takes him to live in the country, where she discovers happiness in simple surroundings.

Shaw, George Bernard**Dr**

Too true to be good, Village wooing, and On the rocks; three plays. 349p. D c. N. Y., Dodd, Mead 2.50

These plays, with two prefaces, are now published here for the first time. "Too True to be Good" was produced by the Theatre Guild last year, and "On the Rocks," now playing in London, will soon be produced in this country.

Simpson, George

Emile Durkheim on the division of labor in society. 483p. front. D '34 N. Y., Macmillan 3.50

Smith, Robert William and Smith, Mrs. Elisabeth Augusta Sauer, comps.**Re**

Scriptural and secular prophecies pertaining to the last days; 3rd ed. 216p. S [c. '33] Salt Lake City, Pyramid Press 1.50; pap., 1.00

Smith, Una Riddick**Re**

The junior department of the church school. 231p. (bibs.) S [c. '34] [Nashville], Cokesbury Press 1.00

Practical guidance for teachers and officers working with juniors in the church's educational program.

Smyth, Joseph Hilton**Fi**

The nuder gender. 230p. D c. N. Y., McBride 2.00

In this light-hearted romance Tad has some humorous and embarrassing experiences while hunting for a girl with sherry-colored eyes and two moles on her shoulder.

Spargo, John Webster

Virgil the necromancer; studies in Virgilian legends. 514p. il. O (Harvard studies in comparative literature, v. 10) '34 Cambridge, Mass., Harvard 5.00

Sprague, Oliver Mitchell Wentworth**Ec**

Recovery and common sense. 96p. D '34, c. 33, '34 Bost., Houghton 1.00

A former economic adviser to the United States Treasury analyzes the Roosevelt policies and outlines his own ideas on economic and monetary reform.

Steen, Marguerite**Bi**

Hugh Walpole. 288p. il. O '34 Garden City, N. Y., Doubleday 3.00

Steinberg, Milton

The making of a modern Jew. 317p. D [c. '33, '34] Ind., Bobbs-Merrill 2.50

An account of the past of the Jews and an analysis of their present situation in the modern world.

Stone, Amy Wentworth**Ju**

P-Penny and his little red cart. 165p. il. (pt. col.) O [c. '34] Bost., Lothrop 2.00

The story of P-Penny who had a flourishing express business with his little red cart. For children from 8 to 12.

Strahan, Mrs. Kay Cleaver**Fi**

October House. 339p. D (Popular copyrights) [c. '31] N. Y., Grosset .75

Sutton, Marvin**Fi**

Children of Ruth. 313p. D [c. '34] N. Y., Greenberg 2.50

A story of the conflict between rural life and the encroaching urban influences in England today.

Taylor, Allan

What everybody wants to know about wine. 339p. il. D c. N. Y., Knopf 2.75

Comprehensive information on all phases of the selection, proper use, and care of wines.

Terhune, Albert Payson**Fi**

Lad of Sunnybank. 322p. D (Popular copyrights) [c. '29] N. Y., Grosset .75

Also published in the Big Books for Boys Series for \$1.00, with a colored frontispiece.

Thackeray, William Makepeace**Fi**

Vanity fair. 753p. O (Universal lib.) ['34] N. Y., Grosset 1.00

Thornton Cook, Mrs. Elsie**Hi**

The royal line of France; the story of the kings and queens of France. 301p. (7p. bibl.) il. (pors.) O ['34] N. Y., Dutton 5.00

Portraits of the French kings and queens from Louis XI to Louis-Philippe.

Toksvig, Signe [Mrs. Francis Hackett]**Bi**

The life of Hans Christian Andersen. 301p. il. O [c. '34] N. Y., Harcourt 3.00

A biography of the famous Danish author of fairy tales.

Torrance, Arthur, M.D.

Junglemania. 310p. il. O [c. '33] N. Y., Macaulay 3.00

An account of the author's two expeditions into the jungles of Africa and Borneo as a tropical doctor.

Trine, Ralph Waldo

In tune with the infinite; rev. ed. 230p. D '33, c. '97-'33 Ind., Bobbs-Merrill 2.00

Tugwell, Rexford Guy and Hill, Howard Copeland**Ec**

Our economic society and its problems; a study of American levels of living and how to improve them. 575p. (bibl. and bibl. notes) il., diagrs. D [c. '34] N. Y., Harcourt 2.50

The background of our economic life, its problems, and the theory of New Deal economics. A textbook by the Assistant Secretary of Agriculture, member of the "Brain Trust" and the Chairman of the Department of Social Science of the University High School, University of Chicago.

Thomas, Elbert D.

World unity as recorded in history. 16p. D (Internat'l conciliation, no. 297) '34 N. Y., Carnegie Endowment for Internat'l Peace pap., .05

Vannest, Charles Garrett

Answers, workbook in United States history. 255p. maps, diagrs. D [c. '34] N. Y., Scribner pap., .48

Warner, Kenneth O.

An introduction to some problems of Australian federalism; a study of the relationship between the Australian states and the commonwealth with special reference to finance. 323p. (11p. bibl.) O (Univ. of Wash.

pub'ns in social sciences, v. 9) '33 c. Seattle, Univ. of Wash. Press 2.75; pap., 1.75

Williams, I. Griswold

Antiphonal readings for free worship. 116p. D '33 Bost., Murray Press, 16 Beacon St. 1.00

Wright, Jack

The Scout patrol boys and the hunting lodge mystery [juvenile]. 128p. D (Scout patrol boys ser.) [c. '33] Cleveland, O., World Syndicate Pub. Co. pap., .20

The Scout patrol boys exploring in Yucatan [juvenile]. 128p. D (Scout patrol boys ser.) [c. '33] Cleveland, O., World Syndicate Pub. Co. pap., .20

Vance, Louis Joseph

The street of strange faces. 303p. D [c. '34] **Fi**
Phil., Lippincott 2.00
A posthumous mystery novel laid in New York.

Walker, Mildred

Fireweed. 314p. il. D [c. '34] **Fi** N. Y., Har-
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The story of a young couple, living in an isolated
lumber town in upper Michigan, and how they found
happiness in spite of the lure of city life. Winner of
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Wall, R. F.

Keeping a dog; its training and care in health
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lan 1.25

Warner, William Henry

The dragon's brood. 296p. D c. **Fi** N. Y., Kinsey
2.00

The romance of a modern Chinese girl, courageous
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Wells, Carolyn [Mrs. Hadwin Houghton]

In the tiger's cage. 311p. D c. **Fi** Phil., Lippin-
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Fleming Stone solved the murder of Marcia Moore,
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Westermarck, Edward

Pagan survivals in Mohammedan civilization.
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Wharton, John F.

This road to recovery. 191p. D c. **Ec** N. Y., Mor-
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A primer of economics for bewildered Americans.

White, Antonia

Frost in May. 267p. O c. **Fi** N. Y., Viking 2.50
The story of an English girl in a convent school.

White, Edward Lucas

The song of the sirens, and other stories [new
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ton 2.50

Who's Who 1934; an annual biographical **Bi**
dictionary. 3692p. il. (pors.) D '34 **Fi** N. Y., Mac-
millan 15.00

Wilson, Bert

Know your local church. 262p. D [c. '33] **Re** Cin.,
Standard Pub. Co. 1.50

Wood, Samuel Andrew

Red Square. 251p. D c. **Fi** N. Y., Dutton 2.00
A story of exciting adventure among the secret
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Worthington, S. and Worthington, E. B.

Inland waters of Africa. 278p. il. O '34 **Fi** N. Y.,
Macmillan 6.00

Writers' and artists' year book (The), 1934.
366p. D '34 **Fi** N. Y., Macmillan 1.40

Yeats, Jack Butler

Sailing sailing swiftly. 169p. il. D ['34] **Fi**
[N. Y.], Putnam 2.00
A story that follows the lives of one English family
from the 1860's to the present.

Yeats, William Butler

Letters to the new island; ed. by Horace Rey-
nolds [literature]. 235p. front. O '34 **Fi** Cambridge,
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- No sacrifice. Robins, D. 2.00 *Watt*
Nuder gender, The. Smyth, J. H. 2.00 *McBride*
October House. Strahan, K. C. .75 *Grosset*
Ogden's strange story. Marshall, E. 2.00 *Kinsey*
One drop of blood. Austin, A. .75 *Grosset*
Our economic society and its problems. Tugwell, R. G. 2.50 *Harcourt*
Our primitive contemporaries. Murdock, G. P. 5.00 *Macmillan*
- Pagan survivals in Mohammedan civilisation. Westermarck, E. 3.40 *Macmillan*
Parched earth. Armstrong, A. B. 2.50 *Macmillan*
Pattern design. Day, L. F. 4.00 *Scribner*
Pease porridge hot. Bartley, N. I. 2.00 *Bobbs-Merrill*
- Penalosa. Rhodes, E. M. 1.00 *Writers' Editions*
Phantom rustlers. Hilton, F. W. 2.00 *Kinsey*
Philosophy for liberalism, A. Brotherston, B. W. 2.00 *Beacon Press*

- Pictorial photography. Anderson, P. L. 3.50 *Lippincott*
 Pioneers of mixing cognac brandy at elite bars. .60 *C. C. Mueller*
 Pioneers of mixing rums at elite bars. .60 *C. C. Mueller*
 Pioneers of mixing wines at elite bars. 1.00 *C. C. Mueller*
 Political and social growth of the United States, 1852-1933. Schlesinger, A. M. 3.00 *Macmillan*
 Portuguese pioneers, The. Prestage, E. 4.00 *Macmillan*
 Postman always rings twice, The. Cain, J. M. 2.00 *Knopf*
 P-Penny and his little red cart. Stone, A. W. 2.00 *Lothrop*
 Psychology of adolescence, The. Garrison, K. C. 3.00 *Prentice-Hall*
 Recital readings. Rooney, M. F. .75 *W. H. Baker*
 Recovery and common sense. Sprague, O. 1.00 *Houghton*
 Red Square. Wood, S. A. 2.00 *Dutton*
 Renaissance of medicine in Italy, The. Castiglioni, A. 1.50 *Johns Hopkins Press*
 Roaming through the West Indies. Franck, H. A. 1.00 *Blue Ribbon B'ks*
 Romping through physics. Gail, O. W. 1.50 *Knopf*
 Roosevelt (Theodore). Pringle, H. F. 1.00 *Blue Ribbon B'ks*
 Roving angler, The. Palmer, H. E. 2.50 *Dutton*
 Royal line of France, The. Thornton Cook, E. 5.00 *Dutton*
 Sailing sailing swiftly. Yeats, J. B. 2.00 *Putnam*
 Salah and his American. Hall, L. 2.00 *Knopf*
 Saltmarsh murders, The. Mitchell, G. .75 *Grosset*
 Scottish terrier, The. Bruette, W. A. 2.50 *Watt*
 Scriptural and secular prophecies pertaining to the last days. Smith, R. W. 1.50; 1.00 *Pyramid Press*
 Sea level. Bliss, S. H. 1.50 *Driftwind Press*
 Seeds of earth. Allen, E. 1.00 *Metropolitan Press*
 Seven Bar Seven ranch, The. Lucas, J. 2.00 *Macaulay*
 Sin-child. Anonymous. .75 *Grosset*
 Single woman, The. Dickinson, R. L. 5.00 *Reynal & Hitchcock*
 Social psychology. Myerson, A. 3.50 *Prentice-Hall*
 Socialized money. 1.50 *H. O. Campbell*
 Song of the sirens, The. White, E. L. 2.50 *Dutton*
 Stories of American leaders. Heard, S. D. .92 *Winston*
 Story of my life, The. Darrow, C. S. 1.00 *Scribner*
 Story of the Sforzas, The. Collison-Morley, L. 3.75 *Dutton*
 Street of painted lips, The. Dekobra, M. 2.00 *Macaulay*
 Street of strange faces, The. Vance, L. J. 2.00 *Lippincott*
 Struggle. Adamic, L. .50 *Arthur Whipple*
 Student library assistant, The. Bennett, W. 2.40 *H. W. Wilson*
 Such is my beloved. Callaghan, M. 2.00 *Scribner*
 Sun turns west, The. Corbin, A. 2.00 *Writers' Editions*
 Tale of two cities, A. Dickens, C. 1.00 *Grosset*
 They all sang. Marks, E. B. 3.50 *Viking*
 This much is mine! Henderson, N. 2.00 *Smith & Haas*
 This road to recovery —. Wharton, J. F. 1.50 *Morrow*
 Through Mexico on horseback. Goodwin, J. C. 2.00 *Southwest Press*
 Too true to be good. Shaw, G. B. 2.00 *Dodd, Mead*
 Toward a planned economy. Salter, J. A. .25 *John Day*
 Trusted outlaw, The. McCulley, J. 2.00 *Watt*
 Tuesday Club murders, The. Christie, A. M. .75 *Grosset*
 Two make a world. Kyne, P. B. .75 *Grosset*
 Uncharted seas. Loring, E. B. .75 *Grosset*
 Valour. Deeping, W. 2.00 *McBride*
 Vanity fair. Thackeray, W. M. 1.00 *Grosset*
 Virgil the necromancer. Spargo, J. W. 5.00 *Harvard*
 Walpole (Hugh). Steen, M. 3.00 *Doubleday*
 What everybody wants to know about wine. Taylor, A. 2.75 *Knopf*
 Whither mankind. Beard, C. A. 1.00 *Blue Ribbon B'ks*
 Who's who 1934. 15.00 *Macmillan*
 Wide windows. 1.50 *E. B. Francis*
 William the Conqueror. Belloc, H. 1.50 *Appleton-Century*
 Woolson (Constance Fenimore). Kern, J. D. 2.50 *Univ. of Pa. Press*
 Works of John Milton, The; v. 14-15. 105.00, set; 315.00, set, subscr. *Columbia Univ. Press*
 World is yours, The. Lancaster, G. B. 2.50 *Appleton-Century*
 World's great crime stories, The. Sayers, D. L. 1.00 *Blue Ribbon B'ks*
 Writers' and artists' year book (The), 1934. 1.40 *Macmillan*

OLD & RARE BOOKS

A MONTHLY DEPARTMENT

The Bookbinders' Plight

*A Worthy Art Suffering from the Lack of Organization,
Encouragement and Support*

FREDERICK M. HOPKINS

THE FOLLOWING PARAGRAPH appeared in the department of "Old and Rare Books" in *The Publishers' Weekly* of December 30:

"When first editions of esteemed American authors in their original bindings in pristine condition are no longer obtainable, collectors will have to be content with a clean text in an appropriate artistic binding by a good binder. Here are a few such lots in the December Number of Goodspeed's *The Month*: Thoreau's 'Walden,' 1854, polished calf by Zaehnsdorf, \$45; Melville's 'Moby Dick,' 1851, in blue sealskin by Sangorski & Sutcliffe, \$175; Aldrich's 'The Story of a Bad Boy,' 1870, handstained polished calf, by Riviere, \$50; Lowell's 'The Vision of Sir Launfaul,' 1848, full red calf by Sangorski & Sutcliffe, \$20; and Hawthorne's 'House of Seven Gables,' 1851, brown levant morocco by Sangorski & Sutcliffe, \$50. The collector will, of course, always prefer his first editions in their original bindings 'as new.' But a rebound book by a Riviere, Zaehnsdorf or Sangorski & Sutcliffe is to be preferred to a shaken and shabby volume, a shelf full of which looks like a ragged regiment. Perhaps not more than one in twenty of the first editions mentioned can be found in satisfactory condition. Mr. Goodspeed is doing good work in teaching conservation of this material. Such neglected volumes properly restored must be the main dependence of future collectors of nineteenth century authors."

We reprint this paragraph because we want our readers to see it again without the trou-

ble of looking it up in a back number of *The Publishers' Weekly*. It has provoked not a little comment which we shall consider, and it is well for our readers to know precisely what we said and our object in saying it.

Several collectors disagree with us. One remarked that "if the original binding of a first edition is 'shaken and shabby' it should be discarded. A first edition is undesirable if not in the original binding." Another goes further and says, "inferior first editions should not be restored and rebound. I am not in favor of their preservation." Another takes a more peculiar view: "I paid \$1,000 for a 'Moby Dick,'" he says, "in the original binding 'as new,' and it is not fair to put other copies in artistic bindings and lessen or depreciate the value of the volume I have, and other collectors feel the same way."

The sentiments or opinions of these collectors are not new or novel. We knew that many held just such views and that is the reason why we wrote the paragraph. And there is another reason—and a good one. There is a vast amount of desirable first editions and rare Americana that needs skillful restoration and binding, and it should be done here in our American cities by our own artist binders. It was our purpose to encourage the rare book dealer in preserving first editions which our libraries will soon need, to encourage collectors to buy rebound first editions when they alone are procurable, and to point out to our bookbinders that here is an opportunity for interesting and distinctive work waiting for them, while their bind-

eries are on part time and many efficient craftsmen idle.

Now as to the criticisms. What is the major objective in collecting first editions of American authors? Is it to secure the original binding, or the original text? Certainly both—when both are obtainable. But we hold that the binding is less important than the text, and that when only the text is procurable it should be appropriately bound and preserved. It is carrying the fetish of condition too far to regard it of equal or greater importance than the message of the author itself. What has been the practice of the past? One of the glories of the bookbinder's art is the skillful restoration, and artistic bindings bestowed upon the rarities of early English literature. Who can fail to appreciate what the bookbinder's art has done in preserving First Folios of Shakespeare, first editions of Milton's "Paradise Lost" and of the Kilmarnock Burns and many other masterpieces of English literature? Surely our collectors have not given the matter much thought when they disapprove of restoring and preserving such books as "Walden," "Moby Dick," "The Story of a Bad Boy," "The Vision of Sir Launfaul," and "The House of Seven Gables"—for it is doing precisely this when a sympathetic craftsman bestows a beautiful binding upon a worthy book. We owe a debt that can never be paid to the Groliers and Roger Paynes who have given immortal life to many "shaken and shabby" volumes that might have perished but for the treatment expressed in their masterpieces of the binder's art. After giving the subject a little more serious thought, we hope our critics will feel that the worthwhile work of the true collector is not to neglect or destroy, or create artificial rarity, but to gather and preserve the priceless treasures of literature for posterity.

And the dollars and cents argument of the purchaser of the first edition of "Moby Dick" does not stand on very solid ground. He paid his \$1,000 for an "as new" copy in a year when others sold at auction for \$400, "binding stained"; \$225, "back faded, text foxed, one leaf torn"; \$80, "rubbed and chipped, leaves stained and foxed"; and \$25, "worn, stained and foxed." Our reader paid his \$1,000 because he wanted a beautiful "as new" copy, and evidently the copies that were stained, faded, foxed, torn, worn, or otherwise defective did not interest him at any

price—not even at \$25. A leather bound volume at \$175 ought not to worry him. He should remember that the choice is not soon to be between an "as new" copy and a rebound copy, but between a rebound copy and no copy—that is when only rebound copies remain obtainable.

And there have been trade objections from another angle. One of these comes from our good friend Whitman Bennett, of the Bennett Book Studios, Inc., which we are printing in full for several reasons:

"I am always glad to see you argue in *The Publishers' Weekly* in favor of rebinding worn valuable American firsts in suitable leather bindings, but I do not see why you name specific English binderies when so many capable American craftsmen are idle.

"I have seen the foreign work that Goodspeed gets—and it is not a bit better than he could get from Macdonald, Stikeman, or the Monastery Hill, or ourselves. In fact, it is entirely conventional and hopelessly lacking in any appropriate American atmosphere.

"We are gradually completing our series of early American tools and are almost ready to put the work on the market. We can reproduce faithfully every period from 1680 to 1860.

"For the American Antiquarian Society, in Worcester, we recently reproduced a binding made by Ratcliffe, the first American binder, in about 1680. We not only reproduced the quaint, uneven decoration, but we successfully aged the leather. I am asking the Antiquarian Society to photograph the volume and let us have a print.

"The Library of Congress has kindly sent us rubbings of all their 17th century and early 18th century American bindings to work from and of course we have any number of early 19th century bindings right in the shop.

"Our ultimate object is to put an end to the unutterable nonsense of rebinding books in current conventional European designs.

"If you stop to consider the matter, I believe that you will heartily agree with us. Surely there is no greater enthusiast than yourself on anything involving early American firsts."

After replying to several points in Mr. Bennett's letter, we shall make a suggestion. On second thought, we do not think Mr. Bennett could expect us to suppress the

names of English binders because American binders are "idle." We certainly wish that Macdonald, Stikeman or Bennett might have bound these books for Mr. Goodspeed, but we could not have substituted their names in the paragraph. And we needed the names of these well-known binders to give point to our paragraph—to get the attention of book-seilers, collectors, binders—Mr. Bennett for instance. We know Mr. Goodspeed well. He wanted good work of the best binders and he had his reasons for sending his books abroad to be bound. He has definite ideas as to what he wants, he has good taste, and gets what he goes after. Macdonald, Stikeman and Bennett should convince Mr. Goodspeed that he can get just as satisfactory bindings nearer home and at a fair price. They will then get his orders.

Mr. Bennett knows that we prefer American binders for American first editions and Americana. We have never sent an American first edition abroad to be bound. Macdonald, Stikeman and Bennett together have bound thousands of American first editions for us in the last fifteen years. In the past year, Mr. Bennett has repaired, bound or made cases for fifty, or more, American first editions, and in every instance his work has been appropriate, well executed, and satisfactory. He knows, too, that we have recommended his work and sent him customers. We would like to see idle American binders working and beautiful bindings being made in our American cities just about as well as Mr. Bennett would. But how can it be done? Apparently the problem is to create a demand here for good bindings and convince American booklovers and collectors that they should get them at home.

And here is a suggestion for this specific purpose. American binders should work, individually and collectively, to popularize their art. They should labor, early and late, to create a demand for books bound with good material, skilled workmanship, and appropriate and artistic treatment. It is as important for the bookbinder to have a large list of prospective customers—the larger the better—as it is for the rare book dealer, and he should work with the same intelligence and persistency to make them active customers. But more than this is necessary. Much must be done to create an intelligent interest among book lovers in well-bound books. The annual exhibition of "Fifty



A binding by the Bennett Studios reproducing the style of America's first binder, Ratcliffe, c 1680

Books of the Year," selected by the American Institute of the Graphic Arts, from perhaps ten times that number, by a hundred publishers, based upon the physical merits of the book irrespective of price, from the standpoint of typographical design, presswork, binding, and in general the extent to which the publisher has solved the problem of fine book making has, in twelve years, done a great deal to create a well-informed interest and demand for better-made books. A similar exhibition of the best bookbinding of the year would be popular, educational, and successful in time in popularizing the art of bookbinding in this country. Bookbinders should take a greater interest in their art, have a keener desire to reach the public, and greater efficiency in developing the practical as well as the artistic side of their business. They need organization, trade spirit, enthusiasm, and better knowledge of more effective advertising. With this need supplied we shall not hear as much about "idle" bookbinders. We believe that they will be busy, prosper and be happy.

Eighteenth Century Verse

*Two New Bibliographies Train the Telescope and the Microscope,
Respectively, on the Augustans*

Reviewed by JOHN CARTER

Points in Eighteenth Century Verse. A Bibliographer's and Collector's Scrap Book. By Iolo A. Williams. With four plates in collotype and nine facsimiles. (New York: R. R. Bowker Co. Bibliographia Series No. VII. Pp. xii + 144.) \$5.00.

A Catalogue of Eighteenth Century Verse and a Catalogue of Books by and relating to Dr. Jonathan Swift. Compiled by Percy J. Dobell. (London: 8 Bruton Street. Pp. viii + 168 + 29. Three shillings and sixpence net.)

THE minor poetry of the eighteenth century has always had its devotees among collectors. These have enjoyed, however, very little assistance from bibliographers in the past, and it is an agreeable coincidence that, within a few weeks of each other, are issued Mr. Williams' "Points" and Mr. Dobell's "Catalogue." Mr. Williams is, among other things, the author of "Seven Eighteenth Century Bibliographies" (Dulau, 1924) and bibliographical correspondent of *The London Mercury*, and his book is decked in the elegant garb and dignified by the established reputation of Mr. Sadleir's *Bibliographia Series*. Mr. Dobell is known *urbi et orbi* as a bookseller, and his extraordinary knowledge of the books of the seventeenth and eighteenth centuries in particular is only less widely known by reason of his modesty, which is at once the envy and the exasperation of his acquaintance. His book is typical enough, therefore, as consisting of five of his Bruton Street catalogs, which form a continuous whole and contain 3216 priced entries; followed by a further catalog devoted to Jonathan Swift; the whole unassumingly packed with information.

"Few students," writes Mr. Dobell in his preface, "are aware of the vast amount of verse written during the period from 1701 to 1800, and certainly no detailed examination of what is left to us has yet been attempted. . . . Little real work can be done until a more or less full list is available. I do not suggest that I am here filling this want, but

I do believe this to be the most comprehensive yet compiled." When we find 127 entries under Pope, and as many as 16 under an author as little known as John Breval, we realize that Mr. Dobell is not overstating his case. Collations are of necessity of the rough and ready order, but the presence (though not the absence) of half-titles and advertisement leaves is noted and the total number of leaves is given in every case. Notes are few but invariably pertinent. The list of anonymous pieces runs to over 300 items; and since Mr. Dobell's main collection of these had just been sold en bloc, so that he *could only catalog such duplicates as he had in stock*, we may gather some idea of the labors awaiting the next editors of Halkett & Laing. Mr. Dobell has performed a notable pioneer service to students and collectors of the eighteenth century: this catalog should be on their readiest shelf (I could wish, though, that it had been interleaved, even if it meant doubling the modest price): and when the time comes for more detailed treatment of the less known among these authors, it will surely be found to have deserved well of the republic of letters. The Swift catalog must have a word of commendation to itself. The list (314 items) contains half a dozen unrecorded things, and both for its extent and the scholarship which informs the whole it must be held a welcome excursion into perhaps the roughest country in English bibliography.

Mr. Williams' book is constructed on a very different plan. Where Mr. Dobell uses a telescope, giving us a Pisgah-Sight of the Augustans, he has put forty-two books under a microscope and discovered enough "points" to fill seventy pages. These are followed by some lists, of more than Dobellian brevity and perhaps too eclectic to be really useful, and preceded by chapters on "The Pleasures of Collecting" and on "Some Bibliographical Considerations." The books discussed with such exemplary care and fullness are mostly by minor authors—the only "high spot," I

suppose, is "Gray's Odes" 1757, in which two typographical variants are correlated with the issue on thick paper: yet some of the problems they present are not only very pretty in themselves, but also serve to throw some much-needed light on certain general principles in the bibliography of the period. Unfortunately this light is a very fitful one, so that Mr. Williams' considerations tend to be suggestive rather than final. He usefully implements Dr. R. W. Chapman's *caveat* regarding the unity of unexpectedly and improbably common first editions and gives examples—Bramston's "Art of Politicks," 1729, is a good one—of undifferentiated reprints. He emphasizes with well-selected instances the significance in such cases of prelims and text being printed straight onto the first signature, instead of the prelims being added in front—the usual practice in an original edition. He distinguishes special paper issues done for the author from those done for sale in the ordinary way; a thorny point, on which more external evidence is needed before any general conclusion can be safely offered. He discusses the priority of printing between special and ordinary issues, observing that where the text differs (as for

instance in "Gulliver's Travels") the evidence is usually in favour of the latter.

All such deductions, however, have to be made under the severe handicap that "the unit which the bibliographer has chiefly to consider is not the copy of a volume, nor even the sheet, but the two forms, outer and inner, which go to the making of every sheet." Mr. Williams carries this handicap bravely, and turns it to good use in several places—notably Boyce's "Poems," 1757; but in the end, saddened, perhaps, and not unreasonably, by the necessary tentativeness of so many conclusions, he has to admit that "there is probably nothing, however extraordinary, that could not happen in an eighteenth century printing house." To follow Mr. Williams into his detailed discussions is to register rueful, almost blasphemous, endorsement.

Mr. Williams does not touch the question of binding, and he has left his enquiry into the practice of issuing books by subscription in its early stages: in this, as in many other matters uncovered in this valuable and suggestive book, it is clear that further research is needed, and particularly research into the external evidence for the customs of the trade.

Early American Books and Printing

JOHN T. WINTERICH

CHAPTER VIII (Cont'd)

ONCE MORE WESTWARD HO!

THE DIFFICULTIES which confronted the pioneer printer in California are set forth in engrossing detail by George L. Harding in his history of the *Pacific News* in Part VI (June, 1931) of the *Colophon*. On January 25, 1849, William Faulkner and his two sons left Mystic, Connecticut, aboard the *Trescott*. The elder Faulkner had operated the *News* at Norwich, and so was familiar with mechanics and economics of newspaper publishing. His baggage included a No. 3 Washington press, type and other equipment, twenty reams of newsprint, and the lumber for a two-story building. The eighteen-thousand mile journey around Cape Horn came to an end on August 6th. A few days later the ready-cut building had been set up, and on August 25th appeared the first num-

ber of the *Pacific News*, San Francisco's second newspaper (bearing in mind the fact that the *Star* and the *Californian* had already been combined). The *News* made an excellent impression and its job plant was also soon tremendously busy. Mr. Harding says that additional help had to be engaged almost immediately, and that the wages were "sixteen dollars a day with a bunk in the office at night." The No. 3 Washington was quickly overwhelmed, and Faulkner asked William Dunn, a local handy man, if he could make a press. Dunn went to work and constructed the first printing press built in California.

Paper quickly ran low, despite Faulkner's foresight, and the *News* often had to be issued on odd sizes, depending on what the

proprietor could pick up. According to Mr. Harding, on one occasion "the proprietors were glad to avail themselves of a few reams of tea-paper, which was procured from a physician who had brought out a small quantity to use as wrapping paper for his drugs."

For reasons which Mr. Harding is unable to determine, William Faulkner returned East at the end of 1849, leaving one son, George L., in San Francisco. It is not essential here to go into the subsequent history of the *News*, which Mr. Harding sets forth in full.

Mr. Harding reproduces the first page of the issue for September 15, 1849, devoted exclusively to advertisements, mainly of commission merchants. Nearly a column, however, is given over to a recital of the cargo of the brig *Gloriana*, here offered for sale, including dry goods, hardware, groceries and provisions, ready-made clothing, crockery and glassware, looking-glasses, India-rubber goods, medicines, boots and shoes, stationery, fancy goods and a miscellany which specified, among other commodities, one Irish jaunting car with harness complete. The *Gloriana* also brought from New York the following books: "Ure's Dictionary of Arts and Sciences, Purnell's Chemistry, Spanish Grammars, Moore's, Byron's, Burn's (*sic*), Campbell's [,] Cooper's, Scott's, Milton's, Heman's (also *sic*), and Pope's Works, Lamartine's Holy Land, U. S. Exploring Expedition, Comprehensive Commentary, and a great variety of Religious, Historical, Geographical, and Biographical Works, Novels, school books."

William Faulkner had not undertaken the perilous and tedious jaunt around the Horn merely because the Golden Gate was now a strictly American channel. In 1848 a group of workmen in the employ of the great landowner of the Sacramento district—a native of Switzerland named John Augustus Sutter (properly Suter)—were opening a mill flume when they came upon a quantity of shining particles the sight of which all but drove them into a frenzy, and the finding of which did, by a tragic irony, eventually drive Sutter into poverty. The actual discovery seems to have been made by Sutter's construction superintendent, James Wilson Marshall—the rock-bottom truth is not likely ever to be known. But whoever found it, and however it was found, there was much fine gold in California. The great romantic hegira was

about to begin. When Stockton had made the conquest of Upper California certain in 1846 by the capture of Los Angeles, the population of the province—that portion of it, that is, of other than Spanish extraction, and not including the uncounted Indians—numbered perhaps fifteen thousand souls. Within less than three years the total had doubled; in the months immediately following the announcement of Marshall's trove it grew to a hundred thousand. The gold-production figures of the period provide an even more striking array of statistics. In 1847 the gold yield for the whole United States was well under a million dollars; in 1848 it was ten million; in 1849 fifty million.

Any printed guides to the transcontinental gold-hungry tourist which still exist are likely to be worth at least the price of a bus passage from New York to the Pacific Coast today. Such as are known (or were known in 1921, when it was published in San Francisco) are described in Wagner's "The Plains and the Rockies: A Bibliography of Original Narratives of Travel and Adventure 1800-1865." Wagner's summary, as these dates show, is by no means confined to the gold-rush period—his first entry in Alexander Mackenzie's "Voyages from Montreal, on the River St. Laurence, Through the Continent of North America, to the Frozen and Pacific Oceans" (London, 1801) and his first with an American imprint "Message from the President of the United States, Communicating Discoveries Made in Exploring the Missouri, Red River and Washita, by Captains Lewis and Clark, and Mr. Dunbar" (Washington, 1806). There is space here to list only a few of the guides and narratives that helped put gold in the pockets of local printers without putting them to the trouble of going to California for it: "California. A Trip Across the Plains, in the Spring of 1850, Being a Daily Record of Incidents of the Trip over the Plains, the Desert, and the Mountains, Sketches of the Country, Distances from Camp to Camp, Etc., and Containing Valuable Information to Emigrants, as to Where They Will Find Wood, Water, and Grass at Almost Every Step of the Journey." By James Abbey (New Albany, Indianapolis, 1850); "A Journal of the Overland Route to California! And the Gold Mines," by Lorenzo D. Aldrich, late of Lansingburgh, Rensselaer Co., N. Y. (Lansingburgh, 1851); "A Trip Across the Plains,

and Life in California; Embracing a Description of the Overland Route; Its Natural Curiosities, Rivers, Lakes, Springs, Mountains, Indian Tribes, Etc., Etc.;" "the Gold Mines of California: Its Climate, Soil, Productions, Animals, Etc. . . . By Geo. Keller, Physician to the Wayne County Company (Masillon, Ohio, 1851); "Journal of the Sufferings and Hardships of Capt. Parker H. French's Overland Expedition to California, Which Left New York City, May 13th, 1850, by Way of New Orleans, Lavacca and San Antonio, Texas, El Paso, on the Rio Grande, the River Gila to San Diego on the Pacific, and Landed at San Francisco, December 14." By Wm. Miles, of Carlisle, Pa. (Chambersburg, Pennsylvania, 1851); "California in 1850, Compared with What It Was

in 1849, With a Glimpse at Its Future Destiny. Also a Concise Description of the Overland Route, from the Missouri River, by the South Pass, to Sacramento City, including a Table of Distances, from Point to Point. With Notes on the Facilities Along the Route for Constructing a Railroad. . . ." By Franklin Street (Cincinnati and Louisville, 1851); "Overland Route to California, Description of the Route, Via Council Bluffs, Iowa; Keeping the North Side of the Platte River. . . ." By Andrew Child, of Wisconsin (Milwaukee, 1852); and, later, but still in the covered-wagon era, "Notes by the Way. Memoranda of a Journey Across the Plains, from Dundee, Ill., to Olympia, W. T. May 7, to November 3, 1862." By R. H. Hewitt (Olympia, 1863).

The Sales of Last Month

FREDERICK M. HOPKINS

THE BOOK SALES OF THE NEW YEAR started off promptly on January 4 at the American-Anderson Galleries with selections from many consignments comprising 497 lots which brought \$103,044.50. A report of this sale was printed in our issue of January 20. The prices, on the whole, were generally regarded as much higher than expected, and, no doubt, will bring new consignments into the auction room, stimulate interest in the trade and wake up collectors.

In the same galleries historical Americana, comprising the library of Edmund A. Funke, of this city, the Revolutionary War library of Dr. William Sturgis Thomas, also of New York, with additions, was sold on January 17 and 18, 698 lots bringing \$27,068.50. This sale was of unusual interest, well attended, and most of the material fetched fair prices. A few of the rarer lots showing the range of prices were the following:

Broadsides. The first two broadsides relating to the first incorporated bank of America, "Plan for establishing a National Bank, for the United States of North America, by Robert Morris, May 28, 1781," the only copies known. \$470.

Byfield (Nathaniel). "An Account of the Late Revolution in New-England." etc., small 4to, levant morocco by Riviere, London, 1689. \$90.

California Conquest. The Manuscript Log Books of the United States Frigate "Congress" from September 1, 1845, to January 20, 1849, nearly 1,000 pp., folio, 3 vols., half sheep and boards. An official record of Commodore Stockton's part in the conquest of California. \$170.

Admiral Farragut. D.S., 1 p., 4to, Flag Ship Hartford, August 4, 1864. Pen and ink chart showing the line of battle for the attack on Mobile Bay. \$190.

Filson (John). "The Discovery, Settlement and Present State of Kentucke," etc., 8vo, levant morocco by Riviere, Wilmington, 1784. First edition. \$430.

Fitch Papers. A collection of original manuscript material by or relating to Captain Andrew Fitch, about 260 pieces including two letters signed by General Israel Putnam, two orderly books, letters by General Silliman, muster rolls, etc. Captain Fitch's record through the camps and campaigns of 1778 to 1780 is recorded in these papers. \$725.

Federalist (The). A Collection of Essays written in favor of the New Constitution, as agreed upon by the Federal Convention, September 17, 1787. 2 vols. in one, half roan. New York, 1788. First edition in collected form. \$190.

Franklin (Benjamin). "A Pocket Alma-

nack for the Year 1743." By Richard Saunders. 32mo, original wrappers. Philadelphia, 1742. \$310.

Franklin Imprint. Mather (Cotton). "Virgilius, Or the Awakener," etc., 12mo, Boston, 1719. Printed by Benjamin Franklin while a boy managing the business of his brother. \$130.

Franklin Imprint. Thomas (George, Lieut. Gov. of Penn.). "A Letter from Geo. Thomas, Esq., Governor of Pensilvania to the Lords of Trade and Plantations, Oct. 20, 1740." 8 pp.; small 4to, unbound. Philadelphia, 1740. One of three copies located. \$170.

Franklin Imprint. Smith (William, Provost). "A Sermon Preached in Christ-Church, Philadelphia; Before the Provincial Grand Master and General Communication of Free and Accepted Masons." Small 4to, sewn, 24 pp., Philadelphia, 1755. \$240.

Groome (S). "A Glass for the People of New England," etc. Small 4to, levant morocco by Sangorski & Sutcliffe. London, 1676. Tract denouncing New England's persecution of alleged heretics. \$360.

Hamilton (Alexander). A. L. S. 4 pp., 4to, April 15, 1793, written during his controversy with Jefferson. \$145.

Hatton (Ann Julia). "The Songs of Tammany; or, The Indian Chief. A Serious Opera." 12mo, original blue wrappers, uncut. New York, 1794. First copy sold at auction. \$125.

Hennepin (Louis). "A New Discovery of a Vast Country in America," etc., Maps and plates. 8vo, paneled calf, London, 1608. First English edition. \$205.

Hopkins (Samuel). "Historical Memoirs, Relating to the Housatunnuk Indians," etc., 8vo, calf by Bedford. Boston, 1753. \$160.

McKenney and Hall. "History of the Indian Tribes of North America." Illustrated with 120 lithographs colored by hand. 3 vols., atlas folio, in the original 20 parts issued in nineteen. Philadelphia, 1836-38-44. First edition. \$160.

Session Laws. An extensive collection of Massachusetts Session Laws, the official laws retained by Edward Rawson, all printed by Samuel Green of Cambridge, 18 vols., Cambridge, 1673-1680. Very rare. \$4,875.

Broadside. A broadside report of the first naval victory by the United States Navy under Paul Jones, the first victory under Amer-

ican colors, April 16, 1776. Only copy located. \$180.

Peters (Samuel). "A General History of Connecticut," etc., 8vo, brown levant morocco by Riviere, uncut. London, 1781. First edition. \$120.

Adams (John). "The Constitutions of the Several Independent States of America," etc., 8vo, half morocco, uncut. Philadelphia, 1781. Autograph presentation copy with inscription and signature of John Adams. \$295.

Smith (Captain John). "The Generall Historie of Virginia, New England, and the Summer Isles," etc., Maps and portraits. Small folio, Russia leather. London, 1624. First issue of the first edition. \$800.

The collection of Mrs. Henry D. Hughes of Philadelphia, comprising superb bindings by Cobden Sanderson, books illustrated by Cruikshank, Rowlandson, Alken and other prominent illustrators, first editions of English and American authors, and books relating to the fine arts, were sold on January 25 and 26, 692 lots bringing \$25,208.50. The sale was well attended, and the bidding was spirited. Apparently buying was based upon careful appraisals, the rarer lots bringing quite as much as could be expected, while the more ordinary and common items brought comparatively low prices. The following are a few representative lots of the rarer items and the prices realized:

Blake (William). Edward Young's "The Complaint and the Consolation." 43 engravings by Blake. Royal folio, boards calf back, uncut. London, 1797. \$135.

Blake. "Illustrations of the Book of Job." Title page and 21 proofs on India paper. Folio, mottled calf by Roger de Coverly. London, 1825. \$170.

Cobden-Sanderson (T. J.). William Morris's "Love is Enough; or, the Freeing of Pharamond: A Morality." 8vo, brown levant morocco by Cobden-Sanderson, London, 1873. Large paper copy. \$325.

Cobden-Sanderson. Coleridge's "Sibylline Leaves," etc., 8vo, special olive green Cobden-Sanderson binding, gilt edges. London, 1817. First edition. \$410.

Cobden-Sanderson. Lowell's "A Year's Life." 12mo, special light green levant binding by Cobden-Sanderson, untrimmed edges. Boston, 1841. First edition with the slip of errata. \$200.

Daniell's Colored Aquatints. "A Voyage round Great Britain, undertaken in the Sum-

mer of the Year 1813," etc., 306 colored aquatints, 8 vols., in four, 4to half roan. London, 1814-25. \$240.

Ashendene Press. Chaucer's "Prologue to the Tales of Canterbury," Square 8vo, special full brown levant morocco binding by the Doves Bindery. Ashendene, 1898. \$115.

Doves Bindery. The English Bible. 5 vols., folio, full vellum by the Doves Bindery, uncut. Hammersmith, 1903-5. \$220.

Gutenberg Bible. "A Noble Fragment, Being a Leaf of the Gutenberg Bible" with a bibliographical Essay by A. Edward Newton. Folio, levant morocco, New York, 1921. \$290.

Hearn (Lafcadio). Autograph manuscript, signed, of "The Story of Ito Norisuke," written on 48 pp., 8vo, in slip case. \$550.

Tennyson (Alfred and Frederick). "Poems, by Two Brothers." 12mo, special levant binding by Cobden-Sanderson. London, 1827. First edition. From the library of Robert Hoe. \$350.

Whitman (Walt). "Specimen Days and Collect." 8vo, cloth, uncut. Philadelphia, 1882-3. Presentation copy of the first edition with author's inscription. \$170.

Charles F. Heartman

Rare Americana, including books and pamphlets, comprising many important items, and a few first editions, were sold by Charles F. Heartman at Metuchen, N. J. on January 15. "A Bill for the Establishing the Constitution of South Carolina," Charleston, 1777, 8vo, unbound, in slip case, brought \$280; Colle's "Survey of the Roads of the United States of America," 83 engraved plates by Tiebout, 4to, original boards, New York, 1789, \$480; "The Federalist," 2 vols. in one, 12mo, original calf, New York, 1788, first collected edition, \$337.50; William Tennyson's "Speech On the Dissenting Petition, Delivered in the House of the Assembly, Charles-Town, South Carolina, January 11, 1777," 8vo, levant morocco by Zaehnsdorf, \$130. The rarer items sold well, and the less important seemed to be in fair demand at prices that were encouraging.

Union Art Galleries

The Union Art Galleries, which succeeds the Ritter Galleries, located at 45 West 57th Street, had a sale of first editions and Americana on January 23, 236 lots bringing \$2,055.50. The material was not rare, and the con-

dition was not always satisfactory. The prices for material of this kind were as good as could have been expected.

The month of January was a slow month in the auction rooms, activity being chiefly confined to the American Art Association-Anderson Galleries, Inc. By the skillful grouping and timing of his sales, Mr. Swann made an excellent showing that has brought encouragement to the rare book trade, and a better tone may be expected for the rest of the season.

Auction Calendar

FRIDAY AFTERNOON AND EVENING, FEBRUARY 23, AT 2:15 AND 8:15. The library of the late Mrs. Rockefeller McCormick. (Items 475.) American Art Association Anderson Galleries, Inc., 30 East 57th St., New York City.

Catalogs Received

- AMERICAN LITERATURE, OLD AND RARE BOOKS, FINE PRINTING, ART BOOKS, SEVENTEENTH AND EIGHTEENTH CENTURY BOOKS, ETC. (No. 143; Items 684.) Dauber & Pine Bookshops, Inc., 66 Fifth Ave., New York City.
- AMERICANA. (No. 63; Items 1716.) Argosy Book Stores, Inc., 45 Fourth Ave., New York City.
- AMERICANA, FIRST EDITIONS AND MANY CURIOUS AND UNCOMMON BOOKS. (No. 12; Items 564.) Old Hickory Bookshop, 65 Fifth Ave., New York City.
- AMERICANA AND MISCELLANEOUS ITEMS. (No. 1; Items 127.) The Bookmark, 212 East Front St., Plainfield, N. J.
- AMERICANA BOOKS AND PAMPHLETS. (New Series No. 17; Items 399.) Henry Stevens, Son & Stiles, 39 Great Russell St., London, W. C. 1, England.
- AMERICANA, ANCIENT WORLD CLASSICS, BOOK COLLECTING, ETC. (No. 133; Items 491.) Schulte's Book Store, Inc., 80 Fourth Ave., New York City.
- BIBLIOGRAPHY, BOOKS ABOUT BOOKS, TYPOGRAPHY, ETC. (Items 94.) E. Joseph, 48a Charing Cross Road, London, W. C. 2, England.
- BIBLIOGRAPHY AND ALLIED SUBJECTS. (No. 469; Items 941.) Bowes & Bowes, 1 and 2 Trinity St., Cambridge, England.
- BIOGRAPHY AND AUTOBIOGRAPHY. (No. 62; Items 1360.) Argosy Book Stores, Inc., 45 Fourth Avenue, New York City.
- BOOKS AND MAPS RELATING TO AMERICA. (No. 40; Items 552.) J. Kyrle Fletcher, Ltd., Newport, Monmouthshire, England.
- BOOKS, MAPS, VIEWS AND MANUSCRIPTS RELATING TO THE WEST INDIES. (No. 565; Items 593.) Francis Edwards, Ltd., 83 High St., Marylebone, London, W. 1, England.
- BOOKS ON PRINTING. (Items 128.) B. Westermann Co., Inc., 13 West 46th St., New York City.
- BOTANY AND GARDENING. (No. 218; Items 964.) Dulau & Co., Ltd., 32 Old Bond St., London, W. 1, England.
- A COLLECTION OF BOOKS FROM THE LIBRARY OF THE LATE EARL OF ROSEBURY, MANY OF WHICH CONTAIN MANUSCRIPT NOTES BY HIM. (No. 36; Items 312.) Henry Danielson, 64 Charing Cross Road, London, W. C. 2, England.
- FICTION. (No. 369; Items 378.) Shepard Book Co., 408 South State St., Salt Lake City, Utah.
- FICTION AND MISCELLANEOUS BOOKS. H. R. Hunting Co., Springfield, Mass.
- FIRST EDITIONS IN ENGLISH LITERATURE AND MUSIC. (No. 58; Items 637.) Elkin Mathews, Ltd., 78 Grosvenor St., London, W. 1, England.
- FIRST EDITIONS OF THE SEVENTEENTH, EIGHTEENTH, NINETEENTH AND TWENTIETH CENTURIES, CALIFORNIA, ETC. (No. 96; Items 282.) Dawson's Book Shop, 627 South Grand Ave., Los Angeles, Cal.

Rare Book Notes

FREDERICK M. HOPKINS

THE LIBRARY OF THE LATE Edith Rockefeller McCormick will be sold at the American-Anderson Galleries on the afternoon and evening of February 23. It includes a remarkable collection of Doves bindings, about 150 volumes of the writings of John Ruskin and others, mainly first editions, which were especially bound for Mrs. McCormick, the bindings all designed by Cobden-Sanderson. This represents the most extensive collection of bindings designed and executed under the supervision of Cobden-Sanderson ever offered at public sale. There is also a good group of Kelmscott Press publications printed on vellum. The collection abounds in exquisite examples of bindings. Milton's "Paradise Lost," two volumes, are choice and characteristic examples of Roger Payne's handicraft, doubly interesting because Payne's original autograph bill is inserted, reading in part: "Bound in the very best Manner Sewed with Strong Silk being very thick paper required very strong and honest work." The Aldus Herodotus, first edition, Venice, 1502, appearing in a splendid 18th century binding, in all probability by Derome, is one of the earlier books in the collection. Other interesting bindings include one done for Madame de Pompadour, with her arms, the turrets on the armorial shield displaying closed doors, and a copy of Le Sage, Paris, 1808, bound for Napoleon Bonaparte. First editions include a Charles Lamb group, in which appear "A Tale of Rosamund Gray and Old Blind Margaret," London, 1798, with seven blank leaves, three more than recorded by Livingston, a rare item; an uncut copy of "John Woodvil," 1802; and "Blank Verse," also uncut, 1798. Of special interest are three books from Lamb's own library with his manuscript notes by Lamb and Coleridge. Other interesting, rare and valuable items include the writings of Byron, Hunt, Morris, and other eighteenth and nineteenth century authors. The original manuscript of Longfellow's "Saga of the Skeleton in Armor," and autographs of two famous women, Margaret of Austria and Marie de Medici, are among the autographic material. Fine volumes with superb color plates, and

books on furniture, sculpture, Chinese and Japanese art, architecture, gardens, woodwork, ceramics, etc., lend distinction and interest to the collection. Included is a fine copy of the most magnificent work on Oriental pottery and porcelain ever published, the famous "Eumorfopoulos Collection" of Oriental pottery and porcelain, London, 1925-28. This paragraph can only give a hint of the interest of this library. There are items here that one may never see again in a lifetime.

ABRAHAM LINCOLN FORGERIES of such exceptional cleverness as to deceive collectors and dealers have appeared in New York, New England and Chicago. They are among the most skillfully deceptive forgeries of Lincoln's handwriting that have ever been made. The source has not been definitely discovered. A man who visited several dealers in attempts to sell spurious documents is understood to have been questioned, but it is not known whether he is the forger or only a salesman. But in either case prosecution may develop. All the spurious documents have turned up recently, from sufficiently varied sources to indicate wide circulation of the forgeries. In one instance the forger has tried his hand at a Poe manuscript. Lincoln and Poe autographs are among the most valuable and most in demand of all American autographs. An interview with Thomas F. Madigan appeared in *The New York Times* in regard to these forgeries. He said they were among the cleverest that he had ever seen. "One would think that Robert Spring, the notorious forger of Washington autographs about the time of the Civil War, had come back to life and turned his attention to Lincoln," Mr. Madigan said. "These forgeries certainly compare favorably with Spring's most expert work. The present forger has cleverly extracted sheets from old ledgers bearing watermarks prior to the dates of the documents he faked. So there is nothing about the paper to arouse suspicion except that it is slightly heavier than that usually employed by Lincoln and is not ruled. Lincoln generally used ruled paper in his

legal manuscripts. But the ink does not show through the paper, as it frequently does in authentic old documents as a result of the oxidation of the ink over a long period of time. The forger has used ink with a slightly brownish tinge, but there is an evenness of color in the writing that is lacking in authentic Lincoln legal documents." Collectors and dealers will soon be well informed about these Lincoln forgeries, and the possibilities of selling them will be greatly limited.

IN JANUARY, 1734, "Poor Richard's Almanack" was two years old. Its first issue had appeared in 1732. On the publication of this third issue, Franklin expressed his gratitude that his circumstances were "much more easy in the world" due to the large sale of his "almanacks." Many of Franklin's sayings printed in this series of almanacs have not lost their practical wisdom, and coming centuries will not make their mother-wit obsolete. President Roosevelt, in marking the anniversary of Franklin's birth, referred to his apothegms. But these are only one of many reasons why Franklin's fame is secure. "He was the 'father of the American Union,'" says *The New York Times*. "He was also the father of the postal service. He was father of daylight saving, an apostle of thrift, a patron saint of labor, a man of letters who gave the English tongue a classic in his 'Autobiography,' America's first cartoonist, the inventor of bifocal glasses, a meteorologist, an economist, a spelling reformer, a general scientist, a diplomat, a statesman and an advocate of peace. He was 'Franklin the many sided,' as Shakespeare was the 'myriad-minded.' The 'work book' of the printing house of 'Benjamin Franklin, postmaster,' and his partner, recently given to the New York Public Library, shows that he was also versed in advertising. A history of the people of the United States might be written from the advertising columns of the press, beginning with his *Gazette*, declaring their wants, their losses, their amusements, their money-making eagerness—an invaluable record of the normal life of the past." Franklin was one of the earliest American figures of the eighteenth century to awaken an interest among American collectors, and this interest is sure to increase in the future.

A NEW WING of the Library of Congress building, now nearing completion, will be

devoted to rare and valuable books. More than 60,000 volumes, worth many millions of dollars, will be moved there for preservation from bookworms, insect and human. The wing is really a vault built of steel and concrete, designed with special doors, special temperature controls—all the latest contrivances for the safety and preservation of books. The bookworm that tunnels through old books will find an unhealthy climate here. The bookworm does not thrive in a moist atmosphere. Special thermostats will keep exactly fifty degrees humidity and seventy degrees heat, summer and winter, month in and month out. A lethal chamber is being completed in which to destroy bookworms brought into the library in very old books without damaging the books. A double set of beautiful bronze doors conceals the fact that they are the same sort of unrelenting doors that lock a safety deposit vault. For further protection a guard will be stationed outside them. Fireproof stacks will accommodate 200,000 volumes.

A CABLEGRAM from London dated February 8 reports that the publication rights to the life of Christ, written by Charles Dickens for his children, and for sixty-five years withheld from the public, have been sold for the record-breaking price of \$15 a word. The manuscript contains 14,000 words, bringing the total amount to \$210,000. Behind the announcement of the sale, made the night before this report, lies not only a human interest story of a father's desire that his children should know the life of Christ and be guided by his own affirmation of faith in the Scriptures, but also one of dramatic struggle of editors and publishers for the purchase of the manuscript. As soon as there was word that publication rights to the manuscript would be sold, dramatic bidding began. For days the scramble went on, with bidders from all parts of the world utilizing the trans-Atlantic telephones, the cables and airplanes to carry offers and conduct their negotiations. The price was bid up and up until today (February 7) the amazing sale was announced. The purchasers, the announcement revealed, were the *London Daily Mail*, which bought world rights, and the United Feature Syndicate of New York which purchased all serial rights for North and South America. Simon & Schuster will issue the work in book form next fall.

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American Autograph Shop, Ridley Park, Pa.
Autographs. Historical and Literary. Fine single pieces or large collections, also large quantities of autographed material.
Early Am. Imprints.
Americana before 1750.

American Sunday-School Union, 1816 Chestnut St., Philadelphia
Sadler. Psychology of Faith and Fear.
Hills Family. Wm. Joseph Robert.

Aquin Book Shop, 64 E. Lake St., Chicago, Ill.
Belloc, Hilaire. Richelieu.
Catell, McKeen. Who's Who in Education.
Corvo, Baron. Hadrian VIIIth.
De Jhaeger. Virtue of Trust.
Drew. Bickerstaffe San Celestino.
Encycl. Brit. 11th ed. Odd volumes.
Jahn. Life of Mozart.

Archway Book Store, 47 N. 9th St., Philadelphia
Science and Health. Eddy.
Meaning of Liberal Education. Martin.
God and Immortality. Leuba.
Man's Own Show; Civilization. Dorsey.
Massingham. Untrodden Ways; Adventurer Among Works of Hudson.
Wilson. Bibliography of Writings of Hudson. Our First Century.

Argus Book Shop, 333 S. Dearborn St., Chicago
Illustrated Football Annual. 1930. 4 copies.
Starrett, Vincent. Buried Caesars.
Osler, William. Alabama Student. 1st ed.
Post. Gilded Chair. 1st ed.
Richtofen. Red Battle Flyer.
Boelcke. Aviator's Field Book.

Argus Book Shop—Continued

Spalding's Official Football Guide, for 1928 and 1931. 2 copies each.

Allen. Only Yesterday. 1st ed.

Arce. Metropolis.

Asch, Sholom. Mottke the Vagabond.

Bland. Red House.

Bradford, Gamaliel. A Pageant of Life; Matthew Porter; Lee the American; Union Portraits; Portraits of American Women; American Portraits; Saints and Sinners. 1st eds. Damaged Souls. Limited, signed ed.

Carman and Hovey. Songs From Vagabondia. 1st ed.

Eight Harvard Poets. New York. 1917. 1st ed.

English Translation of French Alcoholic Cordials. Published Munn. N. Y. 1912.

Faulkner, William. The Marble Faun. 1st ed.

Fishberg. The Jews.

Gratacap, Louis. Evacuation of England; The End; How the Great War Was Stopped.

Harrington, Mark W. About the Weather.

Howard, Sidney. Lexington: A Pageant; Lucky Sam McCarver. 1st eds.

James, William. Pragmatism. 1st ed.

Jeffers, Robinson. The Artist; Tamar. 1st eds.

Lawrence, D. H. England, My England. 1st American ed.

Manufacture and Distillation of Alcoholic Liquors. Duplais and McKinnie.

Marquis, Don. Archy and Mehitabel. 1st ed.

Post, Melville Davisson. Strange Schemes of Randolph Mason; Randolph Mason: Corrector of Destinies; Dwellers in the Hills.

Quick. In the Fairyland of North America.

Repplier, Agnes. Books and Men. 1st ed.

Rice, George Graham. My Adventures With Your Money.

Robinson, Edwin Arlington. Captain Craig. 1st issue of 1st ed.

Serviss. Moon Maiden.

Tanner, Fred Wilbur. Bacteriology and Mycology of Food. 1919. John Wiley & Sons.

Wilkinson, Louis. The Buffoon. 1st ed.

A. Asher & Co., Behrenstr. 17, Berlin, W. 8, Ger.
I. Fisher. Stabilizing the Dollar.

Aurand's Book Store, Harrisburg, Pa.
Nat. Geog. Mag. for Aug., Sept., 1904.
Am. Book Prices Current, 1931-32-33.
Egle's Notes and Queries. (Penna.)
County, Town, Family histories of Penna.

Books Wanted—Continued

L. S. Ayres & Co., Bk. Dept., Indianapolis, Ind.
 Bowlus. Log Cabin Days in Indiana.
 Dunn. True Indian Stories.

Ayres Book Shop, Boise, Idaho
 Books on use of lasso and lariat in all parts of world. Also photos of fancy ropers in action.

Jos. Baer & Co., Hochstr. 6, Frankfurt a.M., Ger.
 International Conciliation. Nos. 1 to 37.
 Dugdale. The Jukes. A study in crime, pauperism, etc. 1910. 4th ed. or later.
 Littell. Neutralization of States. Meadville, author.
 Crozier. League of Nations. Shall It Be an Alliance or a Nation of Nations? 1919.
 Journal of Soc. of Automotive Engineers. 1923 to 1933 incl.

Jack Barnett, 41 Store St., London W.C.1, Eng.
 Autograph letters of celebrities. Old documents and manuscripts. Highest cash paid.

Beacon Book & Gift Shop, 85 W. Main St., New Britain, Conn.
 Any Marie Corelli books.

Arthur F. Bird, 22, Bedford St., Strand, London, W.C.2
 Suxton Pope. Adventurous Bowmen.

Bloomingdale's, Book Dept., Lexington Ave. 59th St., New York
 Give Your Heart to the Hawks. 1st ed. R. Jeffers.

Book Barn, Route No. 1, Ridgefield, Conn.
 Wylie. Angels and Earthly Creatures.
 Ertz. Madame Claire.
 Maeterlinck. Light Beyond.

Booke Shop, 4 Market Sq., Providence, R. I.
 Ethics of Jesus. King. Macmillan.

Book Nook, 1724 Orrington Ave., Evanston, Ill.
 Craig. Parasitic Amebae in Man.

Book Nook, 492 N. Orange Ave., Orlando, Fla.
 Campbell. Hist. Sketches of Colonial Fla. 1892.
 All Florida items.

Books, Newkirk-Freedman, 79 Wall St., N. Y.
 Prophets of New India. Romain Rolland.

Book Shop, 229 N. 2nd St., Harrisburg, Pa.
 Fat of the Land. J. W. Streeter.

Book Shop, 130 N. Michigan St., South Bend, Ind.
 Colonial Homes and Their Furnishings. M. H. Northend. Little, Brown.

Bookshop for Boys & Girls, 270 Boylston, Boston
 Chesterton. Tremendous Trifles. Dodd.
 Warner. Long Old Road in China.

R. V. Boyle, 822 E. 21st, Oklahoma City, Okla.
 Adopted Code of Okla. Brown. 1890.
 Session Laws and Statutes of Creek, Cherokee, Seminole, Choctaw, Chickasaw and Osage Indians.

Indian Terr. Bar Assoc. Reports.
 All Oklahoma items.
 All Indian Territory items.

Brentano's, 63 E. Washington St., Chicago, Ill.
 Atkin. Ballads of a Beach Comber.
 Dignam. Real Letters in Business.
 Dobell. Amoeba Living in Man.
 Hale. Dictionary of Poetical Quotations.
 Marlitt. Second Wife.
 Roberts. The Horse.

Brentano's—Continued

Veblen. Higher Learning in America.
 Yates. Perishable Goods.
 Mary Phillips. Probationer.

Britannica Book Shop, 342 Madison Ave., N. Y.
 War Diaries and other stories by Max von Hoffmann. Translated by Sutton. English publication. 2 vols. 1929.

Dorothy E. Brock, Lending Lib. & Book Buying Service, 127 Circular St., Saratoga Springs, N. Y.
 Saratoga. Sylvester.
 The Young Mrs. Meigs. E. Corbett. 1st.

Budney Books, 218 S. Wabash, Chicago, Ill.
 Early Botanical Works with Color Plates.
 Colored Costume Plate Books.
 Early Bird book with colored plates. The Gould Series and the Elliott preferred.
 Early English Aquatint illustrated works.
 Special numbers of The Studio.
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Burton's, Ltd., 1004 St. Catherine St., Montreal
 Cairns. The Loom of the Law.
 Century Atlas. 16th edition.

Edwin C. Buxbaum, 1811 E. Wood Pl., Milwaukee
 National Geographics. 1888 to 1905.

Campbell & Leunig, Inc., 8 E. 12th St., N. Y.
 Scovell. Interest as a Cost. Ronald. 1924.

H. C. Capwell Co., Bk. Dept., Oakland, Calif.
 American Individualism. Doubleday, Doran.
 Hoover. 2 copies.

M. E. Carlton Co., Book Dept., Flint, Mich.
 Century Cyclopedia of Names.

Carnegie Book Shop, 105 E. 59th St., New York
 Letters of Abelard and Heloise. Moncrieff trans.
 Akeley. Brightest Africa.
 Allen. Anthony Adverse. L. P.; Israfel. 1st issue.
 Soule. Annals of San Francisco.
 Cardozo, Benjamin. Any.
 Corpus Juris. 63 vols.
 Davenport. My Quest of the Arabian Horse.
 Davis. 75 Years in Calif.
 Dunbar. Hist. Travel in America.
 Ferenczi. Further Cont. to Theo. and Prac. of Psycho.
 Freud. Selected Papers on Hypnotism, etc.
 Gibbons. Battering the Boche. Copies.
 Goss. Cincinnati, Queen City. 4 vols.
 Greenaway. 1897 Almanac.
 Kropotkin. French Revol. Russian Liter.
 Limited Editions Club. Any titles.
 London. Call of the Wild. 1st.
 Kondy and Brockwell. The Louvre.
 Mattern. Hand Loading Ammunition.
 Murdock. Earl Percy's Dinner Table.
 Nonesuch Press. Shakespeare. Complete.

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 Any literature on prison administration, architecture and theory. Old prints and cuts of prison scenes.

Central Book Co., 245 Broadway, New York
Bar Association Reports. Law of All States and Legal Periodicals.

George M. Chandler, 75 E. Van Buren St., Chicago
Cambridge Glass. 1818-1880.
Chapman. Warblers of North America.
Conrad. Almayer's Folly; Outcast of the Islands; Nostromo. 1st eds.
Eaton. Ferns of North America. 2 vols.
Elliott's Debates. 5 vols.
Habberton. Poor Boys' Chances.
Hammett. Dain Curse; Red Harvest. 1st eds.
Harrison. Sweet Bells Out of Tune.
Rector. Girl From Rectors.
Burton Holmes' Travelogues.
Prescott's Conquest of Mexico. 3 vols.
Jomini. Napoleon. 4 vols. and atlas.

William Gerard Chapman, 330 S. Wells, Chicago
Farm Journal. Complete vols. 1925-30.

Chaucer Head Book Shop, 32 W. 47th St., N. Y.
Fry. Transformations; Vision and Design.
Sacred Books of the East. Vols. 13-14-17-18-19-20-22-24-31-32-38.
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Letters From an American. Crevecoeur.
Looking Backward. Bellamy. Not reprint.

Congregational Pub. Soc., 14 Beacon St., Boston
In Christ's Stead. Gossip. Harper.
Presence. Bishop Brent. 2 copies.

Connecticut College Bookshop, New London
Poole. The Harbor. Grosset & Dunlap.

Cornell Co-op. Soc., Ithaca, N. Y.
Belloc. The Servile State. 1914.

T. O. Cramer's Book Store, 1321 Grand Ave., Kansas City, Mo.
Hillier. The Chinese Language—How to Learn It. Vol. 1.

Daniels and Fisher Stores Co., Bk. Dept., Denver
Cather. Song of the Lark; My Antonia. 1st impressions.
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Book of Daniel Drew.

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This Side of Paradise. Scott Fitzgerald. Burt.
Writer's Notes on His Trade. Montague. Doubleday, Doran.

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Jevons. Investigations in Currency and Finance; Theory of Political Economy.
Crow. Corporation Secretary's Guide.
Conyngton, Knapp & Pinkerton. Wills, Estates and Trusts.
James, William. Moral Equivalent of War.
Editor & Publisher—The Fourth Estate. V. 30, complete, both parts; v. 31, pt. 1, Apr. 26, 1924; v. 31, pt. 2, Jan. 3, 1925; v. 32, complete, both parts; v. 33, March 20, May 8, 1926.

Needler, George H., translator. Niebelungenlied.
Guyon. One Way Pockets.
Brewster. Legal Aspects of Credit.

Doubleday, Doran & Co., Mrs. Robins, Garden City, N. Y.
Anthony Hope. Notes and Memories.
Elissa Landi. House for Sale.

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Starlight. Pictorial Record of 27th Division.
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Moffat. Everyman's Life of Jesus.
The Sun Maid.

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Dobie. Less Than Kin. 1st.
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Lewis. Babbitt; Dodsworth. 1sts.
New Poetry. Ed. Monroe & Henderson. 1917. 1st.

Duttons, 681 Fifth Ave., New York
Cartensen and Gildemeister. N. Y. Crystal Palace. Illustrated 1854.
Cutler & Pepper. Modern Color. Cambridge. 1923.
Defoe. Robinson Crusoe. Stoddard's Illustrations.
Elliott, Andrew. Life and Letters.
English Poets of the French Revolution.
Fairchild. Making of Poetry.
Farnham, T. J. Travels in the Californias. Part 4. N. Y. 1845.
Faxon, editor. Dramatic Index. 1913, 1918, 1923 and 1929. Boston.
Flint. Chemistry for Photographers.
Forster, G. W. Land Prices and Land Speculation in the Blue Grass Region of Ky.
Frazer. The Power of Witchcraft.

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- French, B. F. Historical Collections of Louisiana. Vol. 4. 1852.
- Galsworthy. Forsyte Saga. 1st Amer. Fine; To the Cliff-Dwellers. Chicago. 1919.
- Garr, J. W. & J. C. Genealogy of the Garr Family. 1894.
- Georgia Historical Quarterly. Vol. 5, nos. 1-2; 8, no. 1; 9, no. 1; 11, no. 4.
- Gifford. Transportation and Development of the Middle West.
- Gillfillan. Sheep. 6 copies.
- Godey's Lady's Book. Bound vols. 1830-48 inc., '51, '59, '63, '64, '67, '68, '70-'73 inc., '75-'77 inc.
- Goodloe, D. R. Is It Expedient to Introduce Slavery Into Kansas? Boston. 1855.
- Goodman, J. T. Archaic Maya Inscriptions. Peabody Museum.
- Grant, W. L. Pitt's Theory of Empire. Kingston, Canada. 1908.
- Green, Horace. Life of Coolidge. Autographed by Coolidge.
- Greene. The Golf Swing of Bobby Jones.
- Grey, Romer. Under the Southern Cross.
- Grier, J. B. Studies in the English of Bunyan. Phila. 1872.
- Griswold, F. G. Memoirs of a Salmon. 1931.
- Griswold, W. M. Descriptive List of Novels on History of North America.
- Groneau. Life of Da Vinci.
- Gummers. Popular Ballads. Democracy & Poetry.
- Haile. Life of Cardinal Pole.
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- Lawrence. Sons and Lovers. 1st ed.
- Morgan. The Great American Beaver.
- Mundy, T. Om.
- Parker, D. Enough Rope. 1st ed.
- Philobiblon Club. Phila. Catalogue . . . of portraits. 1893.
- Rife, Clarence W. Vermont and Great Britain. 1779-83.
- Salamans. McBey's Etchings. Ltd. Autog. Ed. and Ltd. Ed.
- Shepard. Harvest of a Quiet Eye. 1st ed.
- Thorndike, Ashley. Influence of Beaumont and Fletcher on Shakespeare. Worcester, Mass. 1901.
- Wilde, O. (?) How Liza Loved the King.
- Wyoming, Hist. department. Quarterly. Vol. 1, nos. 3-4; 2, nos. 1-4. Cheyenne. 1923-25.

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John B. Evans, Braintree, Mass.
The Ladies Pearl. Lowell. 1841-3.

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Compton's Encyclopedia. Vol. 5. 1929 ed.
Shaftsbury. Any books by.

Gustav Fock, Schlossgasse 7, Leipzig C1, Ger.
American Oriental Society Journal. Vols. 1, 7, 8, 9, 10, 11, 15.
Archives of Ophthalmology. Vols. 49-59.
Journal of Palaeontology. Vol. 1.
Int. Meetings of Americanists. IX, Huelva, 1892; XVII, Mexico, 1910; XIX, La Paz, 1915; XX, Rio de Janeiro, 1922; XXI, Haag, 1924; XXIII, New York, 1928.
Jol. Amer. Chemical Society. Vols. 1 to 51.
Proceedings Am. Acad. of Arts and Sciences. Vols. 1 to 66.
American Journal of Physiology. Vols. 35, 36, 37, 51, 52, 53.

Foreign & Internat'l Bk. Co., 110 E. 42nd, N. Y.
New York Times. Issue of Dec. 28, 1932.

Franklin and Marshall College Lib., Lancaster, Pa.
Baldwin. Dictionary of Philosophy. New ed. Vol. 1.
Beveridge. Abraham Lincoln. Vol. 1.
Sewall. Diary. Ed. by Van Doren.

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Journal of Frances Anne Butler. Fanny Kemble. 1835.
Hurd. Hist. of Fairfield Co., Conn.
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Pattie, J. O. Narrative. Reprint.
Stoughton. Windsor Farms, Conn.
Theophilus. Essay Upon Various Arts.
Rare Indian Captivities. Before 1850.
Bronson. Domestic Mfg. Assist.
Halsey. Old New York Frontier.
Kains. Cullinary Herbs.
Whitmore. Original Mother Goose Melody. 1892.
Genealogies: Buck, 1913; Calhoun, 1906; Greene, by LaMance; Hussey, 1911; Johnson-Palmer, 1933; Knickerbacker-Viele, 1916; Lowell, 1899; Sinclair, 1896.

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Trumpet in the Dust. Gene Fowler.

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Galsworthy. Forsyte Saga. Ltd.
Sinjohn. Any 1st editions.
Bennett. Old Wives Tale. 1st ed.

G. J. Hall, 1356 Fairfield Ave., Bridgeport, Conn.
Bridgeport, Conn., History of.

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Milner Papers. Lord Milner.
Transvaal from Within. Sir Percy Fitzpatrick.
The Dolphin. A compilation by authorities.

Otto Harrassowitz, Querstr. 14, Leipzig, Ger.
American Journal of Archaeology. T. I-XXIX.
A.L.A. Catalog. Library of Congress. Wash.
Annalist. N. Y. Vols. 1-12. 1913-18.
Astrophysical Journal. Chicago. 1900-1932.
Bankers' Magazine. N. Y. Vol. 1 on. 1846-1932.
Bulletin of the Am. Ass. of Petroleum Geol.
Tulsa. T. 4.
Child Development Abstracts a. Bibliogr. Vols.
1-4. 1927-1930. Washington.
Classical Weekly. Vols. I-XII, XXII fasc. 10 on;
XXIII fasc. 1-9. New York.
Cutter, Rules for a Dict. Catal. Washington;
Expansive Classif. Part 1: The first classifica-
tions. Boston. 1891-93.
Engineering a. Mining Journal Press. Vols. 1-82;
99-110. New York.
Harris. The Fishes of North America. New
York. Vol. 2 on.
Journal of Geology. Chicago. T. 17, 22. Vol.
1910 to 1925.
Journal of Applied Sociology. Vols. 1-8.
Katzenelson-Rubashow. The Plough Woman.
Records of the pioneer women of Palest.
Transl. by Samuel. N. Y. 1932.
Poole-Fletcher. An Index to Periodical Lit. 3rd
ed. w. suppl. 1-5. Boston. 1882-1908.
Psychological Clinic. Philadelphia. Vols. 1-17.
1907-27.
Rogers. Two Texts of Esarhaddon. Haverford
College Studies No. 2.
Scandinavian Studies a. Notes. Vol. 1 on.

Hans Hartinger, Dorotheenstr. 19, Berlin N.W.7
Chipman, Frank E. Index to Legal Periodical
Literature. Vols. 1 to 4.

Harvard Cooperative Society, Cambridge, Mass.
Confessions of a Reformer. Howe.
Any books on skating by George Browne.
Encyclopedia Britannica. 13th edition.
Treatment of Infantile Paralysis. Lovett. Latest ed.
Political Thought in the 16th Century. Allen.
Student Life and Other Essays. Osler.
Walter Reed and Yellow Fever. Kelly. 1923 or
later.
One Man. Robert Steele.

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Kalends of Provence.

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Caldwell. God's Little Acre. 1st.; others.
Ibsen. Master Builder. Modern Library. 1918 ed.
O'Faolain. Nest of Simple Folk. 1st Amer. ed.
Sandburg. Smoke and Steel. 1st ed.
Seven Arts Magazine. Feb., June, 1917.
See Jan. 27th issue for other wants.
The Story of a Belgian Dog. 1913.
Making of Books and Magazines. 1916.

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Amundsen. The South Pole. Lee Keedrick.

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Allen. Anthony Adverse. 2-vol. ed. New copy.

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Egan. A Gentleman.

Karl W. Hiersemann, Königstr. 29, Leipzig C 1
Chemical News. Vol. 138. 1929. Compl. or
sing. nrs.
Journal of Amer. Chemical Society. Vols. 1 to 47.
Vaughan, Cornish. All works of.
Journal of Physical Chemistry. Vol. 1.
Winsor. Narrative a. Critical History of America.
Vols. 1 to 2.
Herrick. Withe Servitude in Pennsylvania. Be-
fore 1700.
Pennsylvania Magazine of History and Biography.
Vol. 32.
Moses. The Spanish Dependence in S. America.
1914; South America on the Eve of Eman-
cipat.; Democracy a. Social Growth in Amer-
ica; Establishment of Spanish Rule in Amer.

Himebaugh & Browne, Inc., 4 E. 46th St., N. Y.
Old and New London. Walter Thornbury. 6 vols.

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Irving, Washington. 1st editions.
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 Ball. Three Days in the White Mountains. Boston. 1856.
 Crawford. History of the White Mountains. Boston. 1846.
 Random House. Ulysses. 1st edition.
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Korner & Wood Co., 1512 Euclid Ave., Cleveland
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 Bradford. Art of Courting. Newburyport. 1795.
 Byrd. Nick of the Woods; Hawk of Hawks Hallow. Common Sense. Any editions in 1776.
 Cooke. Virginia Comedians; Surrey of Eagles Nest.
 Drake. The Culprit Fay.
 Godfrey. Juvenile Poems. 1765.
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 Green. The Leavenworth Case.
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 Russell. Poems. 1888. 7-5/16 inches tall.
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The Son of Power. Will Levington Comfort.
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E. T. & O. W. Mills, Drawer A, Newtown, Conn.
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The Indian in His Wigwam. Henry Schoolcraft. 1848.

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Romains. Men of Good Will. 1st Am. ed.

Wilson. American Ornithology. 1808-14. 9 vols.

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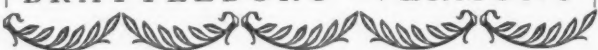
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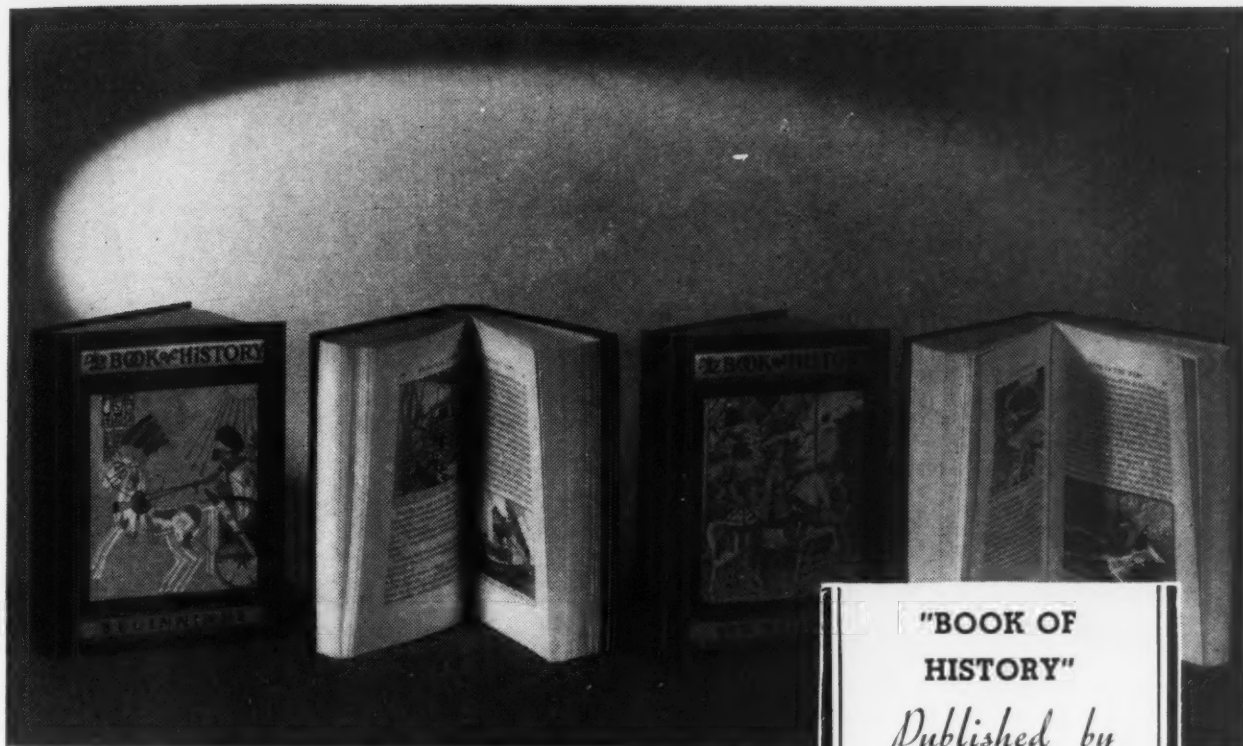
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